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FINAL REPORT

GROS MORNE NATIONAL PARK
BUS TOUR STUDY

submitted to:

CANADIAN PARKS SERVICE

HISTORIC PROPERTIES
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EXECUTIVE SUMMARY

INTRODUCTION

1. The project involved the collection of data from 102 bus tour companies in four categories: those who had visited Gros Morne National Park within the past five years (Group A - 27); those who had visited Newfoundland but not Gros Morne within the past five years (B - 26); those who had visited the Maritime Provinces within the past five years, but not Newfoundland (C - 29); and those who had visited the Northeast United States, Quebec, or Ontario, but not Atlantic Canada within the past five years (D - 20).

2. For the purpose of analysis of the data, in order to provide a more realistic estimate of the potential of each market segment, a weighting procedure was applied. The result was a weighted sample as follows: Group A - 50; Group B - 46; Group C - 112; and Group D - 117.

IMPORTANT FACTORS IN PLANNING TOURS

3. Those bus tour operators who send tours to Newfoundland do so primarily in response to demand from their clientele. Other reasons given included scenery and general interest in Canada. Those who had not visited Newfoundland indicated that they simply do not include Newfoundland in their destinations or they feel there is little demand among their clientele for the destination. Others mentioned that the distance to get to Newfoundland is too great.

4. Those tour operators (Group C) who visit the Maritime Provinces indicated that their main motivation was sightseeing, and that the destination is in considerable demand among their clientele. Many considered the Maritimes a unique destination.

5. Tour bus operators interviewed indicated that the wishes of their clientele is the most important factor they consider in selecting destinations to which to send tours. Attractions and activities appear to be more important to companies in Group A; those who have visited Gros Morne. Those in Groups A and B (those who have visited Newfoundland) indicated that they are more likely to take distance into consideration.

6. The most important factors considered by tour companies in deciding to send tours to Gros Morne National Park included scenic attractions, highway access, time of year, restaurants, and the ferry ride required. Those who visit Newfoundland consider the most important factors to be lodging,

scenic attractions, time of year, highway access, and restaurants. Those who have visited the Maritime Provinces consider the most important factors to be lodging, scenic attractions, highway access, restaurants, and time of year. Those who have not visited the Atlantic region consider lodging, scenic attractions, restaurants, and the type of customer involved.

PROFILES OF BUS TOUR GROUPS - GROUP A

7. Those companies who have sent tours to Gros Morne National Park sent an average of 2.2 tours in the past year and 10.2 in the past five years. Each tour spends an average of 1.2 days in the park, and involves between 31 and 45 passengers. These tours spend an average of 5.6 days in Newfoundland.

8. Tour operators in Group A rated tourist attractions and tourist information in Newfoundland much more positively than they rated restaurants. More than 60% of operators in Group A had made use of facilities and services in communities adjacent to Gros Morne.

9. Almost 90% of operators in Group A had made use of the facilities and services available in Gros Morne park itself. The highest ratings were given for the scenic lookout points and trails and the visitor reception centre.

10. Only 26% of the operators in Group A had taken tours on the boat tours which are available in the area of Gros Morne Park. Time constraints was mentioned as the principal reason why they did not use the boat tours. Others mentioned that seniors do not particularly like taking boat tours. Almost half of those who had taken a boat tour in the park indicated that they had done so in order to save time; most of these had taken the Bonne Bay Ferry (which they classed as a boat tour).

11. Among those bus tour operators who had sent tours to Gros Morne, 96% said that they would take other tours to the park. Most mentioned that they would do so because of their clients' preferences or because of the scenery.

PROFILE OF BUS TOUR GROUPS - GROUP B

12. Bus tour operators in Group B - those who had sent tours to Newfoundland but not to Gros Morne - sent an average of 2.4 tours to Newfoundland during the past year and an average of 6.4 during the past five years. The tours which this group sends to Newfoundland also contain an average of 31 to 45 clients and most spend three to five days in the province.

13. More than 70% of tour operators in Group B make use of various facilities and services in Newfoundland. No facilities or services received a rating higher than 4.0 on the five-point scale. Ratings of 4.0 or higher were offered for most hotels in St. John's.

14. Group B tour operators indicated that they had not visited Gros Morne National Park because they were unaware of it (30%), the park was considered too far out of the way (27%), or they had severe time constraints (19%). More than 80% were sufficiently impressed with the information package on Gros Morne that they said they would now consider sending tours there.

15. Among Group B tour operators, 96% said they would take other tours to Newfoundland, primarily because their clients like it.

PROFILE OF BUS TOUR GROUPS - GROUP C

16. During the past year, bus tour operators in Group C sent an average of 8.0 tours to the Maritime Provinces; and 36.9 over the past five years. Again, most tours contain between 31 and 45 clients.

17. Almost 80% of Group C tour operators indicated that they take their tour parties on boat tours in the Maritimes. These are primarily short sightseeing tours, harbour cruises, or ferry crossings. Most of those who do not use boat tours indicated that their clients had had enough of boat tours because they had taken a ferry to the Maritimes. As seems to be fairly common among bus tour operators, more than 40% mentioned problems associated with time constraints. Those who have taken parties on boat tours in the Maritimes indicated that their clients enjoyed the scenery and the water and fresh air, and that the boat tour was something of a novelty.

18. More than 80% of the tour operators in Group C indicated that they would be interested in taking tour parties to Newfoundland. Of those who would visit Newfoundland, 96% said that they would be interested in visiting Gros Morne National Park.

PROFILE OF BUS TOUR GROUPS - GROUP D

19. Tour operators in Group D send an average of 11.9 tours to the Northeast United States, Ontario, or Quebec each year, and an average of 53.2 tours in the past five years. More than 70% indicated that their average tour size is between 31 and 45 members.

20. All members of Group D indicated that they take tour parties on boat tours, most often involving a scenic, narrated cruise with meals. Such boat tours are considered to be "something different" or appealing because of the scenery.

21. Seventy percent of operators in Group D said they would be interested in taking tour parties to Newfoundland, all of these would be interested in visiting Gros Morne. Of those who would not be interested in visiting Newfoundland, 67% said it was too far to take seniors.

POTENTIAL USE OF GROS MORNE BOAT TOURS

22. Using a conservative estimate of the number of bus tours that companies in Groups A and B have sent to Newfoundland in the past five years and indications of interest from companies interviewed in all four groups, it is estimated that the potential number of bus tours which could be sent to Newfoundland in the future could be as high as 397 annually, sent by a total of 282 companies.

23. The number of tour companies interested in visiting Newfoundland was weighted by the percentage in each group who expressed an interest in visiting Gros Morne. The result is that an estimated 270 tour companies could be interested in visiting Gros Morne annually in the future.

24. As most of these POTENTIAL visitors to Gros Morne have not even been sending tours to Newfoundland in the past, a series of probabilities were assigned to each group, reflecting the researchers' assessment of the likelihood that companies in each group would send tours to Gros Morne in the future (the rationale being that the greater the distance, the less likely that expressed interest will translate into actual behavior). The assignment of these probabilities results in a revised estimate of 126 potential tour bus companies visiting Gros Morne.

25. In order to obtain an estimate of the potential number of boat tours which might be taken each year on Western Brook Pond, the number of potential bus tours to Gros Morne was discounted by the percentage indicating that they were interested in boat tours on Western Brook Pond and then multiplied by the number of tours which each company might take. The result for each group was again weighted by the probabilities which were discussed immediately above, with the result that the potential for Western Brook Pond is estimated to be 164 boat tours annually.

26. Using the same procedure and applying the same probabilities, the potential for boat tours on Trout River Pond was estimated to be 227 tours annually.

27. Those companies who indicated that they would not be interested in the Western Brook Pond boat tours said that the walking distance to the tour was too great, especially for seniors, and commented on time constraints and lack of washroom facilities.

28. Those who were interested in the Trout River Pond boat tour cited the relatively easy access, as compared with Western Brook Pond, and the scenery in the area.

29. In general, interest appears to be considerably greater in boat tours on Trout River Pond than on Western Brook Pond, primarily because of the perceived easier access to the former. Most bus tours appear to have as their clientele a considerable number of seniors, who are obviously deterred by the prospect of a long walk and the lack of facilities. A summary of the potential boat tour use in Gros Morne National Park appears in the table which follows this Executive Summary.

30. While certain of the results rely on professional judgement, primarily as a result of the assignment of probabilities by the researchers, there nevertheless appears to be considerable interest in sending tours to Newfoundland and to Gros Morne. There appears to be some lack of knowledge among tour companies who have never visited the province and some seem to be deterred by the distance involved in getting to Newfoundland, especially since many of their tours are comprised of seniors. With respect to Gros Morne and the boat tours, again the presence of seniors represents a challenge. Many seem to enjoy the scenery, fresh air, and water associated with a boat tour, but appear to want to experience these in as comfortable a manner as possible. Hence, many will feel that the ferry crossing to Newfoundland or the ferry on Bonne Bay will serve quite well as their "boat tour." If the boat tours in Gros Morne are to be promoted successfully, they will have to appear accessible and to offer relative comfort, in much the same way as boat tours with which these companies are familiar in other areas. High quality interpretation/narration and meals on board (to minimize 'down' time) also emerge as important factors. Without these amenities, potential use of boat tours by bus tours is virtually non-existent.

SUMMARY OF POTENTIAL BOAT TOUR USE

	Group A (n=50)*	Group B (n=46)	Group C (n=112)	Group D (n=117)	Total
Potential bus tour companies visiting Gros Morne	48	36	104	82	270
Percentage interested in Western Brook Pond boat tour	42%	52%	58%	69%	
Estimated potential boat tours per year - Western Brook Pond **	45	22	74	23	164
Percentage interested in Trout River Pond boat tours	78%	53%	83%	93%	
Estimated potential boat tour per year Trout River Pond**	94	24	82	27	227

* Weighted sample sizes, using weights assigned by client.

** Assumes certain probabilities that companies will actually send tours. Probabilities were assigned as follows:

Group A - 0.90
Group B - 0.70
Group C - 0.40
Group D - 0.20

INTRODUCTION

INTRODUCTION

This report presents the results of a telephone survey conducted on behalf of Environment Canada - Parks by Omnifacts Research Limited. The purpose of the research project was to gather information from bus tour operators concerning factors which are considered in planning tours, selection of tour destinations, and the facilities and services used during tours. The specific objectives of the project as set down in the terms of reference for the study dated October 1987 were (1) to develop profiles and quantify bus tours which are visiting various destinations, including Gros Morne and Newfoundland generally; (2) to identify and quantify the potential use of Western Brook Pond and Trout River Pond boat tours by bus tours which presently operate to Newfoundland; and (3) to identify and quantify the potential use of Western Brook Pond and Trout River Pond boat tours by bus tours that are not presently operating in Newfoundland. Also, questions were asked concerning an information package which was sent to participating companies by Omnifacts. This package provided information about Newfoundland in general, and about Gros Morne National Park and its boat tours. The data which are contained in this report were collected during the period from April 26 to May 16, 1988.

Methodology

Since the objective of the project was to obtain information from four groups of bus tour operators who operate tours in the United States and Canada, data were to be collected from each of these four groups, representing:

- companies which had sent tours to Gros Morne National Park within the past five years (Group A);
- those who had visited Newfoundland within the past five years, but had not sent tours to Gros Morne National Park (Group B);
- those who had visited the Maritime Provinces of Canada within the past five years, but had not visited Newfoundland (Group C);
- those who originated from the northeast United States or Quebec and Ontario, but had not visited Atlantic Canada within the past five years (Group D).

Lists were compiled from various sources, and samples were selected from each group, as discussed in the following section. Those companies which were selected from the lists were contacted by telephone and asked whether they were interested in participating in the research project. The companies contacted were interviewed using the screening questionnaire which is

included in this report as Appendix A. The assigning of each company to the relevant group was confirmed by asking questions concerning the sending of tours to the various destinations mentioned above. The information packages were then mailed to each of the companies who had agreed to participate. Those companies were then telephoned several days later by Omnifacts personnel and were asked those questions which form the basis for this report.

Sample Selection

The sample of bus tour operators who were included in the sampling frame for this project was selected from several sources. As no accurate list exists of bus tour operators who have visited various destinations in eastern Canada and the United States, Omnifacts had to compile lists of tour operators who would fit into four sub-sample categories. These lists were compiled from information obtained from Environment Canada - Parks personnel at Gros Morne National Park, the Department of Development and Tourism of the Government of Newfoundland and Labrador, and the Department of Tourism of Nova Scotia. These lists were, of necessity, incomplete and, to a certain extent, inaccurate. In so far that no accurate listing of the population for each sub-group exists, Omnifacts later found that certain of the companies contacted actually should have been placed in a different category.

Nevertheless, Omnifacts worked with the lists which were provided and attempted to contact over 500 tour operators in Canada and the United States in order to identify a sufficient number in each of the sub-categories to whom information packages could be sent. The categories of interest were as follows:

Sub-group A - tour operators who had sent tours to Gros Morne National Park

Sub-group B - tour operators who had sent tours to Newfoundland, but had not visited Gros Morne

Sub-group C - tour operators who had sent tours to the Maritime Provinces, but not to Newfoundland

Sub-group D - tour operators who had sent tours to the northeast United States, Quebec, and Ontario, but not to Atlantic Canada

Table 1 which follows indicates the outcome of the initial attempts to contact tour operators in each of the four categories. Ultimately, 156 information packages concerning Newfoundland and Gros Morne National Park were mailed to tour operators in Canada and the United States. A total of 102 interviews were completed, and these represent the basis for the analysis which follows. Table 2 indicates the reasons for non-participation by companies to whom packages were mailed, but who ultimately did not complete the survey. Table 3 shows the origin of companies in each group.

Weighting

In accordance with Section 5.5 of the planning report on this project, Omnifacts undertook a weighting of the results of the research in accordance with directions provided by the client in a facsimile message dated August 19, 1988. The purpose of the weighting analysis is to more accurately reflect the size of the prospective market which is represented by each of the four sub-groups. The weights which were applied are as follows:

Sub-group A - 50/27 = 1.85
Sub-group B - 46/26 = 1.77
Sub-group C - 112/29 = 3.86
Sub-group D - 117/20 = 5.85

As a result of the weighting procedure, the sample sizes which are presented in this report do not indicate the actual number of surveys completed, but actually represent weighted sample sizes. The total number of surveys completed in each sub-group was: A - 27; B - 26; C - 29; and D - 20. The weighted sample sizes, which more accurately reflect the market potential, and which result from the application of the weights above, are: A - 50; B - 46; C - 112; and D - 117.

TABLE 1

OUTCOME OF INITIAL CONTACT

	Group A	Group B	Group C	Group D	Total
Initial Sample Frame	71	50	119	546	786
Selected for contact	51	47	93	311	502
Did not qualify, out of service, qualified for other groups, unable to classify	1	1	17	194	213
Refused	0	0	2	8	10
Re-classified from Group D	0	0	36	-	36
Re-adjusted Sample Frame	50	46	112	117	325

Total Estimated Population = 325 Bus Tour Companies

TABLE 2

OUTCOME OF MAILING

	Group A	Group B	Group C	Group D	Total
Mailed package	36	40	52	28	156
Not available	1	0	5	0	6
Refused	0	5	2	1	8
Package not received	1	4	5	2	12
Unable to contact	0	1	1	0	2
Complete interview	27	26	29	20	102

TABLE 3

ORIGIN OF TOUR BUS COMPANIES INTERVIEWED

	Group A	Group B	Group C	Group D	Total
United States	13	15	28	18	74
Canada	14	11	1	2	28

IMPORTANT FACTORS

IN

PLANNING TOURS

IMPORTANT FACTORS IN SENDING TOURS TO NEWFOUNDLAND

Bus tour operators in Groups A and B were asked to indicate the main reasons why they send a tour to Newfoundland. Among those who have visited Gros Morne National Park (Group A) 70% indicated that they send tours to Newfoundland primarily in response to demand from clients. Among those who have visited Newfoundland, but not Gros Morne, 45% indicated that they respond to client demand in sending tours to Newfoundland, while an additional 19% mentioned scenery as the principal motivation, and 17% referred generally to an interest in Canada. Among all respondents who had visited Newfoundland, 58% gave as their principal reason for doing so the satisfaction of demand from their clients.

When additional reasons for visiting Newfoundland are considered, certain factors become slightly more important. In addition to those factors which were first mentioned, relatively few tour bus operators in Groups A and B offered additional reasons for sending tours to Newfoundland. In general, client demand and interest is clearly the principal motivator, followed at considerable distance by scenery, a general interest in Canada, and the fact that Newfoundland tours are "saleable."

Those tour bus companies in Group C which have not taken a tour to Newfoundland during the past five years were asked to indicate why they do not visit the province. The principal reasons for not visiting Newfoundland include the fact that the tour operators either simply do not include Newfoundland as one of their destinations or that they feel there is no demand for the destination (35%); they consider the distance simply too great (19%); they consider cost to be prohibitive (15%); or they feel they and their clients are not sufficiently familiar with Newfoundland or do not have enough information about the province (12%).

Q.4. WHAT FACTORS DETERMINE WHETHER OR NOT YOU TAKE A TOUR TO NEWFOUNDLAND?

- GROUPS A AND B* -

FIRST MENTIONS

	Group A (n=50) %	Group B (n=46) %	Total Sample (n=96) %
clientele demand	70	45	58
scenery	4	19	11
interest in Canada	-	17	9
saleable	7	11	61
cost factor	4	-	2
different/unusual	4	-	2
popular destination	4	-	2
if we were going to tour N.S.	4	-	2
market through wholesalers in Atlantic Canada	4	-	2
bird watching	-	4	2

* Group B: What are the main reasons why you send a tour to Newfoundland?

Q.4. WHAT FACTORS DETERMINE WHETHER OR NOT YOU TAKE A TOUR TO NEWFOUNDLAND?

- GROUPS A AND B -

TOTAL MENTIONS

	Group A (n=50) %	Group B (n=46) %	Total Sample (n=96) %
clientele demand/interest	70	50	60
scenery	11	27	19
interest in Canada	-	17	8
saleable	7	11	9
cost factor	4	-	2
different/unusual	4	-	2
popular destination	4	-	2
if we were touring N.S.	4	-	2
market through wholesalers in Atlantic Canada	4	-	2
less competition in Nfld.	4	-	2
if reservations are available	4	-	2
historic attractions	4	-	2
time factor	4	-	2
turn-around point	4	4	2
bird watching	-	4	2
hospitality of people			

Q.14B WHY HAVE YOU NOT TAKEN A TOUR TO NEWFOUNDLAND?
- FIRST MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=100)	100%
Do not sell/ no demand/ marketability	35%
Distance	19%
Not familiar enough with it/ not enough tourism information	12%
Time factor	8%
Too much trouble to put tour together	4%
Don't know/no answer	23%

Q.14B WHY HAVE YOU NOT TAKEN A TOUR TO NEWFOUNDLAND?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=100)	-
Do not sell/ no demand/ marketability	35%
Distance	19%
Cost	15%
Not familiar enough with it/ not enough tourism information	12%
Time factor	8%
Too much trouble to put tour together	4%
Hotels are too booked	4%
Don't know/no answer	23%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

REASONS FOR SENDING TOURS TO THE MARITIME PROVINCES

Those tour bus operators in Group C who visit the Maritime Provinces, but not Newfoundland, were asked to indicate their main reasons for sending tours to Nova Scotia, New Brunswick, and Prince Edward Island. Among this group, 45% mentioned sight- seeing as one of the factors which they consider when sending a tour to the Maritimes. In addition, 35% mentioned the fact that this destination is in demand among their clients or that it sells well. Twenty-four percent mentioned that there is a considerable interest in the area or that the tours are quite popular. Also, 28% indicated that they consider the Maritimes to be a new or unique destination for their clientele.

These reasons are somewhat different from those offered by tour bus operators in Groups A and B. In those groups, the principal reason given for sending tours to Newfoundland was client demand, while scenery and other factors were considerably less important.

Q.4 WHAT ARE THE MAIN REASONS WHY YOU SEND A TOUR TO THE MARITIME PROVINCES?
FIRST MENTION
- GROUP C -

TOTAL SAMPLE (n=112)	100%
sightseeing	38%
sells well/in demand/customer's demand	28%
popular tour especially in the fall/interest in area	14%
new /foreign area/ unique	14%
enjoyable	3%
personal experience	3%

Q.4 WHAT ARE THE MAIN REASONS WHY YOU SEND A TOUR TO THE MARITIME PROVINCE?
TOTAL MENTIONS
- GROUP C -

TOTAL SAMPLE (n=112)	-
sightseeing	45%
sells well/in demand/customer's demand	35%
popular tour especially in the fall/interest in area	24%
new /foreign area/ unique	28%
enjoyable	3%
personal experience	3%
historical attraction	3%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

BASIS FOR CHOOSING BUS TOUR DESTINATIONS

Respondents in all four groups were asked to indicate the basis used for choosing the destinations of their bus tours. In all four groups the most frequently mentioned factor was the company's clientele. It appears that tour operators consider their clientele to be most important in deciding which destinations to offer. This percentage ranges from a high of 95% in Group D to a low of 55% in Group C.

The next most important factor in selecting bus tour destinations is the attractions and activities which are available to bus tour clients. While this factor is considered by 31% of the total sample, it is clearly very important among those tour operators who have sent tours to Gros Morne National Park (56%). Other tour bus operators in Groups B, C, and D do not appear to consider attractions and activities to be quite so important.

The geographic location of destinations is considered in making destination decisions more by companies in Groups A and B than by those who do not visit Newfoundland. Similarly, operators in Groups A and B are more likely to take distance into consideration when choosing destinations.

Q.5 ON WHAT BASIS DO YOU CHOOSE THE DESTINATIONS OF YOUR BUS TOURS?

- ALL GROUPS -

	Group A (n=50) %	Group B (n=46) %	Group C (n=112) %	Group D (n=117) %	Total Sample (n=325) %
geographic location	44	34	28	15	27
distance	44	19	14	5	16
clientele	81	77	55	95	77
type of tour	44	11	21	10	19
tour information available	44	11	17	5	16
cost	44	27	14	-	15
attractions/activities	56	19	35	20	31
other	19	65	75	30	49

Total exceeds 100% due to multiple mentions.

MOST IMPORTANT FACTORS IN CHOOSING NEWFOUNDLAND AND OTHER TOUR DESTINATIONS

Respondents in all four groups were asked to indicate the most important factor to them when choosing certain tour destinations. Participants in Groups A and B were asked to indicate the most important factor to them in choosing Newfoundland as a tour destination; those in Group C were asked the same question with respect to choosing the Maritime Provinces; and those in Group D were asked to indicate the most important factor to them in choosing tour destinations in general.

Again, in all four groups, the actual clientele who will be going on the bus tours represent the single most important factor. Among the entire sample, slightly more than 50% mention that they consider clientele to be most important. This percentage is somewhat higher among respondents in Group D who have not visited the Atlantic region. Various attractions and activities seem to be more important to those participants in Group C who have visited the Maritime Provinces, but not Newfoundland. Fifteen percent of those interviewed who have visited Newfoundland (Groups A and B) indicated that geographic location is the most important factor which they consider, while an additional 15% in Group B mentioned distance.

Q.7 OF THOSE MENTIONED, WHICH IS THE MOST IMPORTANT FACTOR TO YOU IN CHOOSING NEWFOUNDLAND AS A TOUR DESTINATION?

- ALL GROUPS - *

	Group A (n=50) %	Group B (n=46) %	Group C (n=112) %	Group D (n=117) %	Total Sample (n=325) %
clientele	48	43	31	75	51
attractions/activities	15	16	27	5	16
geographic location	15	15	7	-	7
type of tour	11	-	3	-	3
tour information	4	-	-	-	1
distance	-	15	-	-	2
saleability	-	8	-	-	1
owner decides destination	-	4	-	-	1
cost	-	-	10	-	3
scenery	-	-	7	-	2
unique	-	-	3	-	1
knowledge of area	-	-	3	-	1
research	-	-	-	15	5
no answer	7	-	7	-	3

* Group C: ... in choosing the Maritime Provinces as a tour destination?

Group D: ... in choosing a tour destination?

IMPORTANCE OF FACTORS IN PLANNING TOURS

Tour bus operators who were interviewed for this project were asked to indicate the relative importance of various factors which might be taken into consideration when planning a bus tour to Newfoundland or to Gros Morne. In the case of Group A, the question pertained to planning of tours to Gros Morne, while each of the other groups were asked what factors they considered important in planning tours to Newfoundland.

Overall, the most important factors which are taken into consideration are scenic attractions, the availability of lodgings and restaurants, the accessibility of the destination by highway, and the time of year. These factors appear to be considered important by all four groups, with the exception that tour operators in Group A are more likely to think scenic attractions and highway access are important and less likely to consider the availability of lodging and restaurants important when planning tours to Gros Morne.

At the opposite end of the importance scale, no tour operators consider the availability of attractions and activities for children to be very important. This likely reflects the fact that few children are included in such bus tours. Other factors considered less important are nature trails, local communities, shopping, and cultural attractions.

SUMMARY TABLE OF THOSE FACTORS FOUND TO BE VERY IMPORTANT BY ALL GROUPS IN PLANNING A TOUR TO NEWFOUNDLAND. *

	Group A (n=50) %	Group B (n=46) %	Group C (n=112) %	Group D (n=117) %	Total Sample (n=325) %
Availability of tour guides	22	39	69	60	54
Scenic attractions	100	88	86	95	92
Tour literature available	56	54	48	45	49
Type of customer/ clientele	59	62	72	85	73
Cultural attractions	26	35	35	30	32
Shopping	26	31	24	20	24
Historic attractions	56	65	59	45	54
Children's activities/ attractions	0	0	0	0	0
Weather	26	50	48	55	47
Time of year	82	85	83	75	80
Highway access	93	81	86	75	82
Cost	44	69	76	50	61
Other attractions in the vicinity	37	46	66	65	58
Lodging available	67	92	90	95	89
Restaurants	78	81	86	85	84
Advertising	33	39	41	40	39
Rest stops	52	58	45	55	52
Ferry ride required	74	69	62	60	64
Park facilities	48	38	45	30	39
Local communities	41	35	24	30	30
Nature trails/viewing	26	15	7	10	12

% percentage indicating "very important"

* in the case of Group A; to Newfoundland's Gros Morne National Park.

PROFILES OF BUS TOUR GROUPS:

GROUP A - TOURS VISITING GROS MORNE NATIONAL PARK

FREQUENCY OF TOURS TO NEWFOUNDLAND AND GROS MORNE

Among those bus tour operators who have sent tours to Gros Morne National Park, they sent an average of 2.0 tours to Newfoundland during the past year and 8.3 during the past five years. Twenty-seven percent of the tour operators in this group did not send a tour to Newfoundland during the past year.

One-third of the bus tour operators in Group A did not send a tour to Gros Morne National Park during the past year. Among this group, 2.2 tours were sent to Gros Morne National Park during the past year and 10.2 tours during the past five years.

Q.8 DURING THE PAST YEAR, HOW MANY TOURS DID YOU SEND TO NEWFOUNDLAND?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
NUMBER OF TOURS PAST YEAR	
0	26%
1	33%
2	11%
3	7%
4	11%
6	4%
12	4%
13	4%

Mean = 2.4

Q.9 DURING THE PAST FIVE YEARS, HOW MANY TOURS DID YOU SEND TO NEWFOUNDLAND?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
NUMBER OF TOURS PAST FIVE YEARS	
1	11%
2	11%
3	15%
4	4%
5	19%
6	11%
8	4%
10	7%
15	7%
25	4%
60	4%
65	4%

Mean = 10.2

Q.14 HOW MANY TOURS DID YOU TAKE TO GROS MORNE NATIONAL PARK IN THE PAST YEAR?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
GROS MORNE NATIONAL PARK - PAST YEAR	
0	33%
1	30%
2	11%
3	7%
4	7%
6	4%
12	4%
13	4%

Mean = 2.2

Q.15 HOW MANY TOURS DID YOU TAKE TO GROS MORNE NATIONAL PARK IN THE PAST FIVE YEARS?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
GROS MORNE NATIONAL PARK - PAST 5 YEARS	
1	15%
2	11%
3	15%
4	7%
5	15%
6	7%
8	4%
10	7%
15	7%
30	4%
60	4%
65	4%

Mean = 10.2

Q.16 HOW MANY DAYS ON AVERAGE DOES EACH TOUR STAY IN THE PARK?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
AVERAGE STAY	
1	96%
6	4%

Mean = 1.2

SIZE OF TOUR AND LENGTH OF STAY

Those participants in Group A indicated that each tour spends an average of 1.2 days in Gros Morne National Park.

The most common size of group included in those bus tours operated to Gros Morne National Park was 31 to 45 passengers. A total of 67% of respondents in Group A indicated that this is their average tour size.

Bus tours operated by tour companies in Group A spend an average of 5.6 days in total in the Province of Newfoundland.

Q.10a APPROXIMATELY HOW MANY PARTICIPANTS, ON AVERAGE, DOES EACH TOUR ACCOMMODATE?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
PARTICIPANTS ACCOMMODATED	
0 - 15	4%
16 - 30	26%
31 - 45	67%
46 - 60	4%

Q.10b HOW MANY DAYS ON AVERAGE DOES EACH TOUR STAY IN NEWFOUNDLAND?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
AVERAGE STAY	
2	4%
3	7%
4	26%
5	15%
6	19%
7	11%
8	11%
9	4%
12	4%

Mean = 5.6

LOCAL ACCOMMODATIONS

More than 90% of tour operators in Group A indicated that they spent the night prior to Gros Morne National Park in a hotel or motel in Corner Brook. Others stayed at Grand Falls, Gander, Plum Point, or Rocky Harbour.

These tour operators were asked to rate the local area accommodations on a scale from one to five, where one is poor and five is excellent. The highest ratings were awarded to the Mamateek Inn in Corner Brook (4.5) and the Glynmill Inn in the same city (4.3). The lowest rating of 2.0 went to the Mount Peyton in Grand Falls.

Q.23 DID YOU STAY IN A LOCAL HOTEL, MOTEL OR OTHER ACCOMMODATIONS ON THE NIGHT BEFORE THE PARK VISIT?

Total Sample (n=50)	100%
Yes	100%

Q.24 IF YES, WHICH ONE(S)?

	%	MEAN RATING
Corner Brook		
Holiday Inn	33.4	3.8
Glynmill Inn	29.7	4.3
Mamateek Inn	14.9	4.5
Unknown	14.9	-
Grand Falls		
Mt. Peyton	3.7	2.0
Gander		
Holiday Inn	3.7	4.0
Plum Point		
Plum Point Motel	3.7	4.0
Rocky Harbour		
Unknown	3.7	-

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

USE OF FACILITIES AND SERVICES IN SURROUNDING AREA

In general, tour operators in Group A rated tourist attractions more positively than any other aspect of tour services provided in Newfoundland. The tour operators were asked to rate various services for tours on a five-point scale, where one is poor and five is excellent. While tourist attractions and tour information received ratings higher than 4.0, the lowest ratings were reserved for restaurants (3.4).

More than 60% of tour bus operators in Group A indicated that they made use of facilities and services in the communities immediately adjacent to Gros Morne National Park. These facilities included restaurants in the communities of Rocky Harbour, Woody Point, Deer Lake, and others, and the ferry between Woody Point and Norris Arm.

On the five-point scale, these facilities and services in the communities around Gros Morne National Park received an average rating of 4.1, while the Bonne Bay Ferry was rated 2.5.

Q.11 ON A SCALE OF 1 TO 5 WHERE 1 IS POOR AND 5 IS EXCELLENT, HOW WOULD YOU RANK THE FOLLOWING SERVICES FOR TOURS IN NEWFOUNDLAND?

	- GROUP A - MEAN - (n=50)
Accommodations	3.7
Restaurants	3.4
Tourist attractions	4.2
Tour information	4.1

GROUP A

Q.20 DID YOU USE THE FACILITIES/SERVICES OF THE COMMUNITIES IN THE SURROUNDING AREA OTHER THAN ACCOMMODATIONS?

Total Sample (n=50)	100%
Yes	63%
No	37%

Q.21 IF YES, WHICH ONE(S)?

RESTAURANTS	%
Ocean View, Rocky Harbour	11.1
Mrs. Parsons, Rocky Harbour	3.7
Unknown, Rocky Harbour	14.9
Stornaway, Woody Point	3.7
Unknown, Woody Point	7.4
Deer Lake Motel, Deer Lake	3.7
Unknown, Deer Lake	3.7
Anchor Inn, Twillingate	3.7
Unknown, Bonne Bay	3.7

Mean Rating = 4.1

FERRY	
Bonne Bay/Woody Point/Norris Arm	7.4

Mean Rating = 2.5

No facilities used	37.0

FACILITIES AND SERVICES IN GROS MORNE NATIONAL PARK

Almost 90% of bus tour operators in Group A indicated that they made use of the facilities and services available in Gros Morne National Park. On the five-point scale, where one is poor and five is excellent, the highest ratings were provided for the scenic lookout points (4.0) and the visitor reception centre (3.8). The trail to the top of Gros Morne National Park and the Lobster Cove Head lighthouse received much lower ratings, while no ratings were provided for either the campgrounds or picnic sites.

Q.17 DID YOU USE THE PARK'S FACILITIES/SERVICES?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
yes	89%
no	11%

Q.18, Q.19 ON A SCALE OF 1 TO 5 WHERE 1 IS POOR AND 5 IS EXCELLENT, HOW WOULD YOU RANK THE FACILITIES AND SERVICES FOR TOURS TO GROS MORNE NATIONAL PARK?
- GROUP A -
- MEANS -

	n	rating
visitor reception centre	20	3.8
lookout/trail to top of Gros Morne National Park	11	1.9
campgrounds	0	-
picnic sites	2	- *
scenic lookout points	20	4.0
Lobster Cove Head Lighthouse	15	2.5

* no rating given

PARK AND AREA BOAT TOURS

Only 26% of participants in Group A indicated that they had taken tour parties on the boat tours which are operated in Gros Morne National Park. When asked why they did not take their tour arties on these boat tours, 45% of those interviewed indicated that time was a major constraint in allowing for boat tours. This is, of course, understandable when tour operators spend only one day at Gros Morne. In addition, 12% of those who do not take bus tours mention that the seniors in their bus tours would prefer not to take boat rides.

Those tour operators who have taken their clients on tour boats in the Gros Morne area were asked to rate those tours on a five-point scale. No ratings were provided for either the Western Brook Pond or St. Paul's Tours. However, the Bonne Bay Boat Tour received a rating of 2.7 on the five-point scale.

The tour operators who had taken their clients on boat tours in or around Gros Morne were asked to indicate their reasons for doing so. Forty-three percent mentioned that they took a boat tour in order to save time or as a short cut. Presumably, these tour operators were referring primarily to the Bonne Bay Ferry.

Q.26 DID YOU TAKE YOUR TOUR PARTIES ON THE BOAT TOURS IN THE PARK OR SURROUNDING AREA?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
yes	26%
no	74%

Q.26 WHAT WERE THE MAIN REASONS WHY YOU DID NOT TAKE YOUR TOUR PARTY ON THESE BOAT TOURS?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=31)	100%
time factor	41%
seniors would rather not take boat ride	12%
seniors do not want to walk	6%
unaware of boat tours	6%
one boat ride is enough	6%
don't know/no answer	30%

Q.26 WHAT WERE THE MAIN REASONS WHY YOU DID NOT TAKE YOUR TOUR PARTY ON THESE BOAT TOURS?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=31)	-
time factor	45%
seniors would rather not take boat ride	12%
seniors do not want to walk	6%
unaware of boat tours	6%
one boat ride is enough	6%
have a set itinerary	4%
prefer to tour on a bus	4%
don't know/no answer	30%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.27, Q.28 ON A SCALE OF 1 TO 5, WHERE 1 IS POOR AND 5 IS EXCELLENT, HOW WOULD YOU RANK THIS/THESE TOURS?
- GROUP A -

- MEANS -

	n	rating
WESTERN BROOK POND	2	- *
BONNE BAY FERRY	11	2.7
ST PAUL'S	0	-

* no rating given

Q.29 WHAT WERE THE MAIN REASONS WHY YOU TOOK YOUR TOUR PARTY ON THESE BOAT TOURS?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=13)	100%
short cut, to save time	43%
something different	14%
familiarization tour for tour operators	14%
to take advantage of all available attractions/ boat tours	14%
no answer	14%

Q.29 WHAT WERE THE MAIN REASONS WHY YOU TOOK YOUR TOUR PARTY ON THESE BOAT TOURS?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=13)	-
short cut, to save time	43%
something different	14%
familiarization tour for tour operators	14%
to take advantage of all available attractions/ boat tours	14%
return via different route	7%
no answer	14%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

INTENTION TO REVISIT GROS MORNE NATIONAL PARK

Among the bus tour operators in Group A, 96% indicated that they would take another tour group to Gros Morne National Park. When asked to indicate their reasons for visiting Gros Morne again, 45% simply mentioned that their clients liked the park or enjoyed their visit to it. Thirty-one percent commented on the scenery, while 15% referred to Newfoundland as a popular destination.

Q.34A WOULD YOU TAKE ANOTHER TOUR GROUP TO GROS MORNE NATIONAL PARK?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
yes	96%
no	4%

Q.34B WHY WOULD YOU TAKE ANOTHER TOUR TO GROS MORNE NATIONAL PARK?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=48)	100%
people like it/enjoy it	38%
beautiful scenery	27%
Newfoundland is popular /popular destination	8%
best attraction in Newfoundland	8%
no answer	19%

Q.34B WHY WOULD YOU TAKE ANOTHER TOUR TO GROS MORNE NATIONAL PARK?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=48)	-
people like it/enjoy it	45%
beautiful scenery	31%
Newfoundland is popular /popular destination	15%
best attraction in Newfoundland	8%
needs more advertising	4%
not worthwhile seeing the same thing throughout Newfoundland	4%
no answer	19%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

PROFILE OF BUS TOUR GROUPS:

GROUP B - TOURS VISITING NEWFOUNDLAND,

BUT NOT GROS MORNE

FREQUENCY OF TOURS TO NEWFOUNDLAND

Those bus tour operators interviewed in Group B, while not visiting Gros Morne, sent an average of 2.4 tours to Newfoundland during the past year. These operators have sent an average of 6.4 tours to the province during the past five years. Thirty-one percent of the tour operators in this group did not send any tours to Newfoundland during the past year.

Q.8 DURING THE PAST YEAR, HOW MANY TOURS DID YOU SEND TO NEWFOUNDLAND?
- GROUP B -

TOTAL SAMPLE (n=46)	100%
NUMBER OF TOURS	
0	31%
1	19%
2	27%
3	19%
4	4%

Mean = 2.4

Q.9 DURING THE PAST FIVE YEARS, HOW MANY TOURS DID YOU SEND TO NEWFOUNDLAND?
- GROUP B -

TOTAL SAMPLE (n=46)	100%
NUMBER OF TOURS	
1	15%
2	12%
3	15%
4	4%
5	15%
8	4%
9	8%
10	12%
14	4%
15	12%

Mean = 6.4

TOUR SIZE AND LENGTH OF STAY

The size of tour group sent to Newfoundland by tour operators in Group B is essentially the same as that among Group A operators. Almost 80% of Group B tour operators indicated that their average tour group contains between 31 and 45 clients.

The tours sent to Newfoundland by bus tour operators in Group B spend an average of five days in the province. The majority of tour operators appear to spend between three and five days, with some spending as long as ten to 14 days.

Q.10a APPROXIMATELY HOW MANY PARTICIPANTS, ON AVERAGE, DOES EACH TOUR ACCOMMODATE?
- GROUP B -

TOTAL SAMPLE (n=46)	100%
PARTICIPANTS ON EACH TOUR	
0-15	4%
16-30	12%
31-45	77%
46-60	8%

Q.10b HOW MANY DAYS ON AVERAGE DOES EACH TOUR STAY IN NEWFOUNDLAND?
- GROUP B -

TOTAL SAMPLE (n=46)	100%
AVERAGE STAY	
2	8%
3	20%
4	19%
5	23%
6	4%
7	15%
10	4%
14	4%

Mean = 5.0

USE AND RANKING OF FACILITIES AND SERVICES

More than 70% of tour operators in Group B indicated that they made use of various facilities and services in Newfoundland during their tours to the province. The most frequently mentioned services were guided tours and restaurants in St. John's. In addition, tour operators mentioned restaurants, parks, and other facilities in various parts of the province.

In general, no services or facilities received ratings higher than 4.0 on the five-point ratings scale. Ratings of 4.0 were provided for restaurants, parks, museums, and shopping.

The most frequently used accommodation facilities in Newfoundland for bus tours operated by respondents in Group B were the Holiday Inn in St. John's (38.3%), the Holiday Inn in Corner Brook (19.2%), the Hotel Newfoundland (11.5%), and the Mount Peyton Hotel in Grand Falls (11.5%).

When asked to indicate a rating for these hotels and motels, respondents provided the Glynmill Inn in Corner Brook with a rating of 5.0 on the five-point scale, where one is poor and five is excellent. Ratings of 4.0 or higher were provided for most hotels in St. John's, while those in smaller communities were generally given ratings less than 4.0.

GROUP B

Q.11 DID YOU USE THE FACILITIES/SERVICES IN NEWFOUNDLAND OTHER THAN ACCOMMODATIONS?

Total Sample (n=46)	100%
Yes	79%
No	21%

Q.12 IF YES, WHICH ONE(S)?

	%	MEAN RATING
RESTAURANTS		4.0
St. John's	10.6	
Gander	5.3	
Woody Point	5.3	
Unknown	5.3	
PARKS		4.0
L'anse Aux Meadows	5.3	
Terra Nova	5.3	
Signal Hill	5.3	
GUIDED TOURS		3.9
St.John's	53.1	
Corner Brook	5.3	
MUSEUM		4.0
Twillingate	5.3	
SHOPPING		4.0
St. John's	5.3	
BOAT CRUISE		-
Unknown	5.3	
FERRY		3.0
Argentia	5.3	
CAR RENTAL		3.0
St. John's	5.3	

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

GROUP B

Q.14 WHAT ACCOMMODATIONS (HOTELS/MOTELS) HAVE YOU USED IN NEWFOUNDLAND FOR YOUR BUS TOURS?
(n=46)

	%	MEAN RATING
St. John's		
Holiday Inn	38.3	3.9
Hotel Newfoundland	11.5	4.0
Hotel St. John's	7.7	4.5
Best Western (Traveller's Inn)	3.8	4.0
Unknown	3.8	-
Corner Brook		
Holiday Inn	19.2	3.8
Glynmill Inn	3.8	5.0
Mamateek	3.8	4.0
Gander		
Albatross	7.7	3.5
Grand Falls		
Mt. Peyton	11.5	3.7
Port Aux Basques		
Hotel Port Aux Basques	7.7	3.5
Deer Lake		
Deer Lake Motel	7.7	3.5
Stephenville		
Unknown	3.8	-

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

PROPENSITY TO VISIT GROS MORNE NATIONAL PARK

Those tour operators in Group B were asked why they have not taken a tour to Gros Morne National Park. Among respondents in this group, 30% indicated that they were unaware of the park, while 27% indicated that the park was simply out of the way or that they never got around to it. An additional 19% referred to time constraints.

Few respondents were able to offer very detailed answers to the question of what would have to change in order to take a bus tour to Gros Morne National Park. Sixty-two percent indicated that they simply did not know. More than 80% of respondents in Group B were, however, impressed with the information package that was sent to them containing the information about Gros Morne National Park. This large percentage of operators in Group B now said that the information package would indeed induce them to take tour parties to Gros Morne.

Q.16 WHY HAVE YOU NOT TAKEN A TOUR TO GROS MORNE NATIONAL PARK
- FIRST MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=37)	100%
unaware of it	30%
out of the way/ never got around to it	23%
time factor	19%
didn't have request to go there	9%
don't know	18%

Q.16 WHY HAVE YOU NOT TAKEN A TOUR TO GROS MORNE NATIONAL PARK
- TOTAL MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=37)	100%
unaware of it	30%
out of the way/ never got around to it	27%
time factor	19%
didn't have request to go there	9%
don't know	18%

Q.17 WHAT WOULD HAVE TO BE CHANGED IN ORDER FOR YOU TO TAKE A BUS TOUR TO GROS MORNE NATIONAL PARK?
- FIRST MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=21)	100%
too far off track	9%
have to arrange tour around ferry schedule	9%
people's interest	9%
not easily accessible for seniors	5%
better accommodations needed	5%
don't know	62%

Q.17 WHAT WOULD HAVE TO BE CHANGED IN ORDER FOR YOU TO TAKE A BUS TOUR TO GROS MORNE NATIONAL PARK?
- TOTAL MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=21)	-
too far off track	9%
have to arrange tour around ferry schedule	9%
people's interest	9%
not easily accessible for seniors	5%
better accommodations needed	5%
too rugged	5%
make it less expensive	5%
don't know	62%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.19 WOULD THE INFORMATION PACKAGE THAT WE SENT YOU INDUCE YOU TO TAKE YOUR TOUR PARTIES TO GROS MORNE NATIONAL PARK?
- GROUP B -

TOTAL SAMPLE (n=46)	100%
yes	81%
no	19%

INTENTION TO REVISIT NEWFOUNDLAND

Among tour operators in Group B, 96% indicated that they would take another tour to Newfoundland. When asked why they intended to revisit the province, 31% mentioned that their clients like it. Again, more than 50% were unable to express a clear answer as to why they would revisit the province.

Q.26 WOULD YOU TAKE ANOTHER TOUR TO NEWFOUNDLAND?
- GROUP B -

TOTAL SAMPLE (n=46)	100%
yes	96%
no	4%

Q.26 WHY WOULD YOU TAKE ANOTHER TOUR TO NEWFOUNDLAND?
- FIRST MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=44)	100%
people like it	31%
beautiful part of Canada	8%
sells well	4%
don't know	57%

Q.26 WHY WOULD YOU TAKE ANOTHER TOUR TO NEWFOUNDLAND?
- TOTAL MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=44)	100%
people like it	31%
beautiful part of Canada	8%
sells well	8%
suppliers are very cooperative	4%
don't know	57%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

PROFILES OF BUS TOUR GROUPS:

GROUP C - TOURS VISITING THE MARITIME PROVINCES,

BUT NOT NEWFOUNDLAND

FREQUENCY AND TOUR SIZE

During the past year, bus tour operators in Group C sent an average of 8.0 tours to the Maritime Provinces. Over the course of the past five years, these companies averaged a total of 36.9 tours to the region. While most tour operators send only one or two tours each year to the Maritime Provinces, the largest operator sends an average of 110 tours to the Maritime Provinces annually.

As was the case with tour operators in Groups A and B, most tours operating to the Maritime Provinces average between 31 and 45 clients.

Q.8 DURING THE PAST YEAR, HOW MANY TOURS DID YOU SEND TO THE MARITIMES?
- GROUP C -

TOTAL SAMPLE (n=112)	100%
NUMBER OF TOURS - PAST YEAR	
0	10%
1	17%
2	34%
3	7%
4	3%
5	3%
8	3%
10	7%
15	7%
25	3%
110	3%

Mean = 8.0

Q.9 DURING THE PAST FIVE YEARS, HOW MANY TOURS DID YOU SEND TO THE MARITIMES?
- GROUP C -

TOTAL SAMPLE (n=112)	100%
NUMBER OF TOURS - PAST 5 YEARS	
1	7%
2	7%
3	3%
4	3%
5	10%
6	10%
8	10%
10	7%
12	3%
15	10%
30	3%
40	7%
50	3%
75	3%
100	3%
550	3%
no answer	3%

Mean = 36.9

Q.10 APPROXIMATELY HOW MANY PARTICIPANTS, ON AVERAGE, DOES EACH TOUR ACCOMMODATE?
- GROUP C -

TOTAL SAMPLE (n=112)	100%
NUMBER OF PARTICIPANTS	
31 - 45	90%
46 - 60	10%

USE AND RANKING OF FACILITIES AND SERVICES

Almost all bus tour operators who send tours to the Maritime Provinces make use of various facilities and services in the region. Those most frequently mentioned include various parks, museums, restaurants, guided tours, and various other attractions.

The hotels most frequently mentioned were the Nova Scotian in Halifax, and the Hilton in Saint John. A total of 34% of tour operators in Group C indicated that they did not use accommodations in the region.

GROUP C

Q.11 DID YOU USE THE FACILITIES/SERVICES IN THE MARITIMES OTHER THAN ACCOMMODATIONS?

Total Sample (n=112)	100%
Yes	96%
No	4%

Q.12 IF YES, WHICH ONE(S)?

	%
PARKS/MUSEUMS/ATTRACTIONS	
Nova Scotia	
Peggy's Cove Lighthouse	10.6
Alexander Graham Bell, Baddeck	10.6
Halifax Citadel	7.0
Grand Pre	7.0
Maritime Museum, Halifax	3.5
Cabot Trail, Cape Breton	3.5
Fort Louisburg, Louisburg	3.5
Unknown, Shelburne	3.5
Acadia National Park	3.5
New Brunswick	
Magnetic Hill, Moncton	3.5
Reversing Falls, Saint John	3.5
Prince Edward Island	
Anne of Green Gables	3.5
Museums, Location Unknown	14.1
Parks, Location Unknown	3.5
RESTAURANTS	
Nova Scotia	
Old Orchard Inn, Wolfville	3.5
Clipper Cay, Halifax	3.5
Mother Tucker's, Halifax	3.5
Good Cheer Cafe, Sherbrooke Village	3.5
Unknown Name	14.1

GUIDES

	%
Nova Scotia	
Double Decker, Halifax	3.5
Cabot Trail	3.5
Unspecified, Halifax	7.0
Unspecified, Nova Scotia	3.5
New Brunswick	
Unspecified, Saint John	3.5
Prince Edward Island	
Unspecified, Charlottetown	3.5
Location unknown	17.6
THEATRES	
Charlottetown Festival, Charlottetown	3.5
BOAT RIDE	
Halifax Harbour Cruise	3.5
Unspecified	3.5
FERRY	
Blue Nose, Yarmouth, Nova Scotia	7.0
GIFT SHOPS	
Unspecified	3.5

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

GROUP C

Q.13 WHAT ACCOMMODATIONS (HOTELS/MOTELS) HAVE YOU USED IN THE MARITIME PROVINCES FOR YOUR BUS TOURS?
(n=73)

	%
Nova Scotia	
Nova Scotian, Halifax	21.1
Chateau, Halifax	10.6
Citadel Inn	10.6
Holiday Inn, Dartmouth	10.6
Lord Nelson, Halifax	7.0
Unspecified, Halifax	7.0
McPuffins, Port Hawksbury	7.0
Unspecified, Antigonish	7.0
Dresden Arms, Halifax	3.5
Holiday Inn, Halifax	3.5
Journey's Inn, Dartmouth	3.5
Holiday Inn, Sydney	3.5
Rodd's Classic, Yarmouth	3.5
The Colony, Yarmouth	3.5
Best Western, Antigonish	3.5
Unspecified, Baddeck	3.5
Wandlyn, Location Unspecified	3.5
Holiday Inn, Location Unspecified	3.5
New Brunswick	
Hilton, Saint John	10.6
Unspecified, Saint John	7.0
Howard Johnson, Saint John	3.5
Delta Brunswick, Saint John	3.5
Holiday Inn, Saint John	3.5
Location and Name Unspecified	3.5
Prince Edward Island	
Rodd's Classic	3.5
Best Western	3.5
Hotel Charlottetown	3.5
Kirkwood	3.5
McLaughlin's	3.5
Lincoln Motor Inn	3.5
No accommodations named	34.0

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

BOAT TOURS IN MARITIME PROVINCES

Almost 80% of tour operators in Group C indicated that they took their tour parties on boat tours in the Maritime Provinces. Approximately half of these indicated that these tours consisted primarily of relatively short sight seeing outings or harbour cruises. An additional 23% mentioned ferry crossings in general or the Yarmouth ferry in particular.

Those who did not take their tour parties on boat tours were asked to indicate why they made no use of these attractions. Among this Group, 85% mention that, having taken a ferry to the Maritimes in the first place, they had enough of boat tours. Presumably, these were tour operators from the United States who had crossed the Bay of Fundy to Nova Scotia by ferry. In addition, 43% of this group mentioned that time was a constraint on the taking of boat tours.

Those tour operators in Group C who have taken tour parties on boat tours were asked what members of their groups particularly like about these boat tours. More than 40% mentioned scenery, 32% referred to the novelty and the fact that these tours represent something different, and an additional 27% indicated that their clients enjoy the water and the fresh air.

Q.18A WHEN YOU TAKE YOUR TOUR PARTIES TO THE MARITIME PROVINCES, DO YOU EVER TAKE THEM ON BOAT TOURS?
- GROUP C -

TOTAL SAMPLE (n=112)	100%
yes	76%
no	24%

Q.18B ON WHICH TYPE OF BOAT TOURS DO YOU TAKE YOUR TOUR PARTIES?
- GROUP C -

TOTAL SAMPLE (n=85)	100%
sightseeing 1-2 hours/ harbour cruise/ narrated	50%
Yarmouth ferry/ferries in general	23%
Whale watching	9%
24 hr. cruises/ Bay of Fundy	5%
Bluenose	5%
don't know/no answer	10%

Q.18C WHY DO YOU NOT TAKE YOUR TOUR PARITES ON BOAT TOURS?
- FIRST MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=27)	100%
after ferry to the Maritimes - had enough of boat tours	57%
time factor	29%
older people - don't like boats	14%

Q.18C WHY DO YOU NOT TAKE YOUR TOUR PARTIES ON BOAT TOURS?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=27)	-
after ferry to the Maritimes - had enough of boat tours	85%
time factor	43%
older people - don't like boats	14%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.19 WHAT DO MEMBERS OF YOUR TOUR PARTIES LIKE ABOUT THESE BOAT TOURS?
- FIRST MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=85)	100%
scenery	32%
something new/ different/novelty/ change of bus	23%
people like the water/ relaxing/fresh air	18%
gambling	5%
accommodations	5%
informative	5%
personal service	5%
length of tour	5%
don't know	5%

Q.19 WHAT DO MEMBERS OF YOUR TOUR PARTIES LIKE ABOUT THESE BOAT TOURS?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=85)	-
scenery	41%
something new/ different/novelty/ change of bus	32%
people like the water/ relaxing/fresh air	27%
gambling	10%
accommodations	5%
informative	11%
personal service	5%
length of tour	5%
other	10%
don't know	5%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

PROPENSITY TO VISIT NEWFOUNDLAND AND GROS MORNE

Among bus tour operators in Group C, those who have visited the Maritime Provinces but not Newfoundland, slightly more than 80% indicated that they would be interested in taking tour parties to Newfoundland. Among those who expressed no such interest, 50% mentioned that there was no demand for such a tour, while the remainder indicated that they would need more information.

Those who would visit Newfoundland were asked whether they would be interested in taking tour parties to Gros Morne National Park. Of this group, 96% said that they would be interested in visiting Gros Morne.

Q.15 WOULD YOU TAKE YOUR TOUR PARTIES TO NEWFOUNDLAND?
- GROUP C -

TOTAL SAMPLE (n=100)	100%
yes	81%
no	19%

Q.15 WHY WOULD YOU NOT TAKE YOUR TOUR PARTIES TO NEWFOUNDLAND?
- FIRST MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=15)	100%
no demand	50%
needs more information/more research	50%

Q.15 WHY WOULD YOU NOT TAKE YOUR TOUR PARTIES TO NEWFOUNDLAND?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=15)	-
no demand	50%
needs more information/more research	50%

Q.16 WOULD YOU TAKE YOUR TOUR PARTIES TO GROS MORNE NATIONAL PARK?
- GROUP C -

TOTAL SAMPLE (n=81)	100%
yes	96%
no	4%

Q.16 WHY WOULD YOU NOT TAKE YOUR TOUR PARTIES TO GROS MORNE NATIONAL PARK?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=4)	-
don't know	100%

PROFILES OF BUS TOUR GROUPS:

GROUP D - TOURS ORIGINATING FROM THE NORTHEAST UNITED STATES AND CENTRAL CANADA, AND NOT VISITING ATLANTIC CANADA

FREQUENCY AND TOUR SIZE

Among tour operators in Group D, who are sending tours to the Northeast United States, Ontario and Quebec, but not Atlantic Canada, tour operators sent an average of 11.9 tours to this region during the past year. Over the past five years, these tour operators have sent an average of 53.2 tours to this region. Again, 70% of respondents from Group D indicated that their average tour size is between 31 and 45 clients.

Q.9B DURING THE PAST YEAR, HOW MANY TOURS DID YOU SEND TO THE NORTHEASTERN UNITED STATES OR QUEBEC AND ONTARIO, CANADA?
- GROUP D -

TOTAL SAMPLE (n=117)	100%
NUMBER OF TOURS	
1	18%
2	18%
3	12%
4	6%
6	6%
10	24%
15	6%
19	6%
100	6%
Mean = 11.9	

Q.9C DURING THE PAST FIVE YEARS, HOW MANY TOURS DID YOU SEND TO THE NORTHEASTERN UNITED STATES OR QUEBEC AND ONTARIO, CANADA?
- GROUP D -

TOTAL SAMPLE (n=117)	100%
PAST 5 YEARS	
1	6%
3	6%
5	12%
10	18%
12	6%
30	12%
40	6%
50	18%
80	6%
500	6%
don't know	6%
Mean = 53.2	

Q.8 APPROXIMATELY HOW MANY PARTICIPANTS, ON AVERAGE, DOES EACH TOUR ACCOMMODATE?
- GROUP D -

TOTAL SAMPLE (n=117)	100%
NUMBER OF PARTICIPANTS	
16-30	20%
31-45	70%
46-60	10%

USE OF BOAT TOURS

Among respondents in Group D, all members of the sample indicated that they do take tour parties on boat tours. In 80% of the cases, these tours involve a scenic, narrated cruise where meals are served.

When asked what their tour parties particularly enjoy about these boat tours, tour operators in Group D indicated that tour members consider that the boat tours to be different or something new, or commented on the scenery.

Q.13A WHEN YOU TAKE TOUR PARTIES ON TOURS IN GENERAL, DO YOU EVER TAKE THEM ON BOAT TOURS?
- GROUP D -

TOTAL SAMPLE (n=117)	100%
yes	100%

Q.13B ON WHICH TYPE OF BOAT TOURS DO YOU TAKE YOUR TOUR PARTIES?
- GROUP D -

TOTAL SAMPLE (n=117)	100%
scenic narrated cruises/ with meal	80%
1000 Islands	5%
inter-coastal /lakes /waterways	5%
fishing boat	5%
daytrips	5%

Q.14 WHAT DO MEMBERS OF YOUR TOUR PARTIES LIKE ABOUT THESE TOURS?
- FIRST MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=117)	100%
different - something new	25%
scenery	25%
package deal - one price for everything	10%
like being on the water	10%
don't have to walk much yet you see a lot	5%
getting to areas they can't reach by bus.	5%
combined attraction - boat ride and commentary	5%
relaxation /comfortable	5%
accommodations /washroom facilities	5%
pleases all age groups	5%

Q.14 WHAT DO MEMBERS OF YOUR TOUR PARTIES LIKE ABOUT THESE TOURS?
- TOTAL MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=117)	-
different - something new	35%
scenery	35%
relaxation /comfortable	15%
package deal - one price for everything	10%
like being on the water	10%
pleases all age groups	5%
personalized attention	5%
you get a good meal	5%
learn history of the area	5%
don't have to walk much yet you see a lot	5%
getting to areas they can't reach by bus.	5%
combined attraction - boat ride and commentary	5%
accommodations /washroom facilities	5%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

PROPENSITY TO VISIT NEWFOUNDLAND AND GROS MORNE

Among tour operators in Group D, 70% said that they would be interested in taking tour parties to Newfoundland. Among those who would visit Newfoundland, all said that they would be interested in taking parties to Gros Morne National Park.

Those who were not particularly interested in taking tour parties to Newfoundland were most likely to indicate that their reason for not doing so is because of the distance involved or that it is simply too far away for senior citizens (67%). In addition, 17% said that not enough people are interested, and an additional 17% commented that they did not have sufficient information.

Q.10 BASED ON THE INFORMATION THAT WE SENT TO YOU, WOULD YOU TAKE TOUR PARTIES TO NEWFOUNDLAND?
- GROUP D -

TOTAL SAMPLE (n=117)	100%
yes	70%
no	30%

Q.10 WHY WOULD YOU NOT TAKE TOUR PARTIES TO NEWFOUNDLAND?
- TOTAL MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=35)	100%
too far for seniors/in general	67%
not enough people are interested	17%
not enough information provided	17%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.10 BASED ON THE INFORMATION THAT WE SENT TO YOU, WOULD YOU TAKE YOUR TOUR PARTIES TO GROS MORNE NATIONAL PARK?
- GROUP D -

TOTAL SAMPLE (n=82)	100%
yes	100%

POTENTIAL USE OF GROS MORNE BOAT TOURS

EXISTING AND POTENTIAL TOURS TO NEWFOUNDLAND AND GROS MORNE

During the past year, tour operators in Group A, those who had sent tours to Gros Morne National Park, are estimated to have sent an average of 2.4 tours to Newfoundland and 2.2 tours to Gros Morne. Over the past five years, these companies have sent an average of 10.2 tours to Newfoundland and 10.2 tours to Gros Morne. If we adopt an average for each of the past five years as a conservative estimate of the number of tours originating from Group A, then each company in this group is estimated to have sent 2.04 tours to Newfoundland and the same number to Gros Morne.

Tour operators in Group B, those who have visited Newfoundland, but not Gros Morne, indicated that they sent 2.4 tours to Newfoundland during the past year and 6.4 over the past five years. Again, taking an average of each of the past five years as a conservative estimate, tour operators in Group B are estimated to have sent 1.28 tours to Newfoundland each year.

Among tour operators in Group B, 81% indicated that they would be interested in taking tour parties to Gros Morne National Park. In both Groups A and B, 96 percent of those surveyed indicated that they would visit Newfoundland again. In Group C, those who have visited the Maritime Provinces, but not Newfoundland, 96% also indicated an interest in visiting Newfoundland. In Group D, those originating from the Northeast United States, Quebec, or Ontario, 70% said they would be interested in sending tours to Newfoundland. In Group C, 96% said they would be interested in visiting Gros Morne, while all respondents in Group D said the same.

If we assume that these tour operators who have expressed an interest represent a most optimistic scenario, then by multiplying the percentage expressing an interest by the population size for each group (as contained in the facsimile message from the client dated August 19, 1988), we can obtain an optimistic estimate of the potential number of companies who might send tours to Newfoundland each year. By multiplying the number of companies in Groups C and D by the more conservative estimate of number of tours per year currently sent by companies in Group B (1.28 tours annually), we can obtain an estimate of the potential number of tours to Newfoundland which could be accounted for in the future by members of each of the four groups. The result is a potential of 379 bus tours to Newfoundland.

With respect to the potential for tour bus operators sending tours to Gros Morne National Park, the number of tour companies which could potentially visit Newfoundland was multiplied by the percentage in each group which expressed an interest in visiting Gros Morne National Park. The result is an estimated 270 tour bus companies which represent potential visitors to Gros Morne.

It must be cautioned, of course, that tour operators who express an interest in sending tours to an area are not necessarily guaranteed to send those tours. Indeed, since companies in Groups C and D have not been sending tours to Newfoundland in the past, there may be little cause for optimism that they will send the number of tours indicated. Nevertheless, these tour companies represent the POTENTIAL attributable to each group.

In order to obtain a somewhat more accurate estimate of the potential for bus tour operation to Gros Morne National Park, the assignment of probabilities to each of the groups will allow the client to more accurately reflect the potential which exists. While Omnifacts realizes that the Canadian Parks Service will have better information on which to base such probabilities, we have nevertheless assigned certain probabilities to each group, based to some extent on the past pattern of sending tours to various regions. For example, since tour companies in Group A are already sending tours to Gros Morne, we have assigned a probability of 0.90 to the likelihood of their sending tours again in the future. At the other end of the scale, we have assigned a probability of only 0.20 to the sending of tours by companies in Group D; none of which are even sending tours to Atlantic Canada at present. The assignment of these probabilities has the effect of reducing the potential tour companies visiting Gros Morne to 126. Of course, the assignment of different probabilities would result in different estimates.

POTENTIAL BUS TOURS TO NEWFOUNDLAND

	GROUP A	GROUP B	GROUP C	GROUP D	Total
N*	50	46	112	117	325
Percentage interested	96	96	96	70	
Potential tour companies visiting	48	44	108	82	282
Estimated tours per year	2.04	1.28	1.28	1.28	
Potential tours per year	98	56	138	105	397

* Weighted population size as assigned by client.

POTENTIAL BUS TOURS TO GROS MORNE

	GROUP A	GROUP B	GROUP C	GROUP D	Total
Potential tour companies visiting Newfoundland	48	44	108	82	282
Percentage who would visit Gros Morne	100	81	96	100	
Potential tour companies visiting Gros Morne	48	36	104	82	270
Probability assigned	0.90	0.70	0.40	0.20	
Estimated potential tour companies to Gros Morne	43	25	42	16	126

Q.34A WOULD YOU TAKE ANOTHER TOUR GROUP TO GROS MORNE NATIONAL PARK?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
yes	96%
no	4%

Q.34B WHY WOULD YOU TAKE ANOTHER TOUR TO GROS MORNE NATIONAL PARK?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=48)	100%
people like it/enjoy it	38%
beautiful scenery	27%
Newfoundland is popular /popular destination	8%
best attraction in Newfoundland	8%
no answer	19%

Q.34B WHY WOULD YOU TAKE ANOTHER TOUR TO GROS MORNE NATIONAL PARK?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=48)	-
people like it/enjoy it	45%
beautiful scenery	31%
Newfoundland is popular /popular destination	15%
best attraction in Newfoundland	8%
needs more advertising	4%
not worthwhile seeing the same thing throughout Newfoundland	4%
no answer	19%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

POTENTIAL USAGE OF WESTERN BROOK POND BOAT TOURS

Bus tour companies in each of the four groups were asked to indicate whether they would be interested in taking boat tours on Western Brook Pond. In Group A, 42% indicated that they would be interested in such boat tours. The corresponding percentages in Groups B, C, and D were 52%, 58%, and 69%, respectively.

These percentages expressing interest in Western Brook Pond boat tours were multiplied by the number of tour companies which potentially could visit Gros Morne National Park to obtain an estimate of the number of companies who might participate in the boat tours on Western Brook Pond. These total 20 in Group A, 19 in Group B, 60 in Group C, and 57 in Group D.

These numbers were next multiplied by the number of tours which each of the interested companies indicated they would likely take to Western Brook Pond. These average numbers are 2.5 for companies in Group A, 1.7 for Group B, 3.1 for Group C, and 2.0 for Group D. The result is an estimated potential of 382 boat tours on Western Brook Pond each year.

Clearly, the majority of these potential boat tours on Western Brook Pond are accounted for by tour companies which presently do not even visit Newfoundland. Consequently, it may be appropriate to discount these estimates in order to allow for the possibility that many of these companies are unlikely to begin visiting the province in the future. The number of potential tours which might be accounted for by bus tour operators in Groups A and B should, however, be considered much more accurate, as we are dealing in these cases with companies which have had experience in the province.

In order to obtain a more accurate indication of the potential for boat tours on Western Brook Pond, the same probabilities were assigned as had been used in estimating the potential for tours to Gros Morne in general. The result is that estimated boat tours on Western Brook Pond from bus tour companies in Groups A and B were discounted less than were those from Groups C and D, and the revised potential totals 164 boat tours per year. Again, it must be noted that this estimate is predicated to a very great extent on the probabilities assigned for each group. The Canadian Parks Service should be in a better position to assign more accurate probabilities or to examine a range of likely scenarios.

Those bus tour companies who indicated that they would not likely be interested in taking a tour group on the Western Brook Pond boat tour were asked to indicate the reasons for their lack of interest. This group represented 58% of Group A, 48% of Group B, 42% of Group C, and 31% of Group D. Members of Group A

specifically referred to the fact that seniors are not interested in walking great distances and to the length of time which would have to be committed to a boat tour on Western Brook Pond. Among this group, the most important factor cited as influencing their decision not to take this boat tour was the walking distance to the tours, followed by the lack of washroom facilities and the type of boat used.

Members of Group B who indicated that they would not take tours on Western Brook Pond referred again to the walking distance, to the lack of washrooms and the lack of bus parking. Those in Group C mentioned the walking distance and the lack of washrooms, while Group D members mentioned the same factors, plus the lack of overnight accommodations.

On the other hand, those who were interested in sending bus tours to the Western Brook Pond boat tour were asked to indicate why they were interested. The main reasons given by the tour operators who were interested included the scenery (Groups B, C, and D) and the interest of their clientele (Group A).

POTENTIAL BOAT TOURS ON WESTERN BROOK POND

	GROUP A	GROUP B	GROUP C	GROUP D	Total
Potential bus tour companies to Gros Morne	48	36	104	82	270
Percentage interested in Western Brook Pond	42	52	58	69	
Potential tour companies to Western Brook Pond	20	19	60	57	146
Estimated tours per year	2.5	1.7	3.1	2.0	
Potential Western Brook Pond tours per year	50	32	186	114	382
Probability assigned	0.90	0.70	0.40	0.20	
Estimated boat tours per year	45	22	74	23	164

Q.31A WOULD YOU TAKE A TOUR ON WESTERN BROOK POND?
- GROUP A -

TOTAL SAMPLE (n=48)	100%
yes	42%
no	58%

Q.31A WHY WOULD YOU NOT TAKE A TOUR GROUP ON WESTERN BROOK POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=28)	100%
seniors not interested in walking/walk too long	33%
time factor	20%
no overnight accommodations available	7%
people are more interested in scenery not boat tours	7%
not interested	7%
no answer	27%

Q.31A WHY WOULD YOU NOT TAKE A TOUR GROUP ON WESTERN BROOK POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=28)	-
seniors not interested in walking/walk too long	33%
time factor	28%
no overnight accommodations available	7%
people are more interested in scenery not boat tours	7%
not interested	7%
scenery	4%
boat ride would have to be more convenient	4%
no answer	27%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.31A WHY WOULD YOU TAKE A TOUR GROUP ON WESTERN BROOK POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=20)	100%
might interest clientele/ depends on the clientele	45%
very attractive scenery	27%
people love boat trips	9%
time factor	9%
younger clients would enjoy it	9%

Q.31A WHY WOULD YOU TAKE A TOUR GROUP ON WESTERN BROOK POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=20)	-
might interest clientele/ depends on the clientele	45%
very attractive scenery	30%
people love boat trips	9%
time factor	9%
younger clients would enjoy it	9%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.31B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP A -

TOTAL SAMPLE (n=20)	100%
NUMBER OF TOURS	
1	45%
2	18%
4	18%
5	9%
6	9%

Mean = 2.5

Q.32A WHAT FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE WESTERN BROOK POND BOAT TOUR?
- GROUP A -
(n=28)

client's lack of interest	33%
price of tours	13%
walking distance to tours	93%
lack of bus parking	40%
lack of washroom facilities	60%
length of boat tour	33%
type of boat	47%
lack of overnight accommodation	20%
weather	33%
boat tour schedule	13%
lack of tour information	20%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS

Q.32B WHAT OTHER FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE WESTERN BROOK POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=28)	100%
time factor involved	13%
one boat ride is enough	7%
should offer an option for people who do not want boat tour	7%
no answer	73%

Q.32B WHAT OTHER FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE WESTERN BROOK POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=28)	-
time factor involved	13%
one boat ride is enough	7%
should offer an option for people who do not want boat tour	7%
not familiar with this area	7%
no answer	73%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.20 BASED ON THE INFORMATION THAT WE SENT TO YOU, WOULD YOU TAKE YOUR TOUR PARTIES ON THE WESTERN BROOK POND BOAT TOUR?
- GROUP B -

TOTAL SAMPLE (n=37)	100%
yes	52%
no	48%

Q.21A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTY ON THE WESTERN BROOK POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=19)	100%
scenic attraction	82%
try to take advantage of all available attractions	9%
group's request /they like boat tours	9%

Q.21A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTY ON THE WESTERN BROOK POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=19)	-
scenic attraction	82%
group's request /they like boat tours	18%
try to take advantage of all available attractions	9%
makings of a good tour	9%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.21B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP B -

TOTAL SAMPLE (n=19)	100%
NUMBER OF TOURS	
1	36%
2	55%
3	9%

Mean = 1.7

Q.22A WHAT FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE WESTERN BROOK POND BOAT TOUR?
- GROUP B -

TOTAL SAMPLE (n=18)	100%
clients' lack of interest	10%
price of tour	30%
walking distance to tour	70%
lack of bus parking	40%
lack of washroom facilities	40%
type of boat	10%
lack of overnight accommodation	20%
weather	20%
boat tour schedule	10%
lack of tour information	10%
time factor	20%
already taking boat tour in St. John's	10%

Q.21 WOULD YOU TAKE YOUR TOUR PARTIES ON THE WESTERN BROOK POND BOAT TOUR?
- GROUP C -

TOTAL SAMPLE (n=93)	100%
yes	58%
no	42%

Q.22A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTY ON THE WESTERN BROOK POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=54)	100%
scenery	43%
enjoyable	29%
included in package/client option	29%

Q.22A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTY ON THE WESTERN BROOK POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=54)	-
scenery	64%
enjoyable	36%
included in package/client option	29%
other	21%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.22B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP C -

TOTAL SAMPLE (n=54)	100%
NUMBER OF TOURS	
1	64%
2	21%
10	7%
18	7%

Mean = 3.1

Q.23A WHAT FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE WESTERN BROOK POND BOAT TOUR?
- GROUP C -
(n=39)

clients' lack of interest	10%
price of tour	60%
walking distance to tour	100%
lack of bus parking	50%
lack of washroom facilities	70%
length of boat tour	30%
type of boat	50%
lack of overnight accommodation	30%
weather	50%
boat tour schedule	20%
lack of tour information	30%
enough of boat tours before arriving at Gros Morne	10%
opinion of local sightseeing bus tour	10%
time factor	10%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.15 WOULD THE INFORMATION PACKAGE THAT WE SENT YOU INDUCE YOU TO TAKE YOUR TOUR PARTIES ON THE WESTERN BROOK POND BOAT TOUR?
- GROUP D -

TOTAL SAMPLE (n=76)	100%
yes	69%
no	31%

Q.16A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTIES ON THE WESTERN BROOK POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=53)	100%
scenery	44%
something different	33%
relaxation	11%
good selling point	11%

Q.16A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTIES ON THE WESTERN BROOK POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=53)	-
scenery	67%
something different	33%
relaxation	11%
good selling point	11%
change from the bus	11%
like being on the water	11%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.16B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP D -

TOTAL SAMPLE (n=53)	100%
NUMBER OF TOURS	
0	11%
1	67%
2	11%
10	11%

Mean = 2.0

Q.17A WHAT FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE WESTERN BROOK POND BOAT TOUR?
- GROUP D -

TOTAL SAMPLE (n=29)	-
clients' lack of interest	60%
walking distance to tour	100%
lack of bus parking	80%
lack of washroom facilities	60%
type of boat	40%
lack of overnight accommodation	80%
weather	20%
boat tour schedule	20%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

POTENTIAL USAGE OF TROUT RIVER POND BOAT TOUR

Bus tour operators in each of the groups were asked to indicate their interest in taking boat tours on Trout River Pond. In Group A, 78% indicated that they would be interested in these boat tours. The corresponding percentages in Groups B, C, and D were 53%, 83%, and 93%, respectively.

By multiplying the percentage interested in Trout River Pond boat tours by the number of potential tour companies visiting Gros Morne in each group, it was possible to obtain an estimate for each group of the number of tour companies which might take boat tours on Trout River Pond.

The number of interested bus tour operators in each group was next multiplied by the average number of tours which each group indicated they might take to Trout River Pond each year. The resulting figures reveal a total potential of 481 boat tours on Trout River Pond each year.

Again, cautionary comments are in order. While the potential represented by bus tour operators in Groups A and B may be considered somewhat realistic, those estimates based on information provided and interest expressed by operators in Groups C and D should be considered much less valid. However, even if participation in boat tours on Trout River Pond is realized only from bus tour operators who currently send tours to Newfoundland, these nevertheless represent a total of 138 boat tours per year, as compared with 82 tours on Western Brook Pond from the same groups.

Probabilities were assigned to each of the four bus tour groups on the same basis as had been used earlier to adjust the projected number of potential tours to Gros Morne itself. With the assignment of these probabilities, the potential number of boat tours on Trout River Pond each year becomes 227. This is likely a more realistic figure and reflects the likely greater attractiveness of this boat tour, as compared with the tour on Western Brook Pond.

The tour companies who had expressed an interest in taking boat tours on Trout River Pond were asked to indicate why they were interested. These percentages were higher than for Western Brook Pond and stood at 78% for Group A, 53% for Group B, 83% for Group C, and 93 % for Group D. The main reasons cited for their interest included the relatively easy access of this boat tour, compared

with Western Brook Pond, and the scenery. Those companies who were not interested in the boat tours on Trout River Pond cited clients' lack of interest, time constraints, and the fact that one boat tour is enough as reasons for their lack of interest.

POTENTIAL BOAT TOURS ON TOUR RIVER POND

	Group A	Group B	Group C	Group D	Total
Potential bus tous to Gros Morne	48	36	104	82	270
Percentage interested in Trout River Pond	78	53	83	93	
Potential tour companies to Trout River Pond	37	19	86	76	218
Estimated tours per year	2.8	1.8	2.4	1.8	
Potential Trout River Pond tours per year	104	34	206	137	481
Probability assigned	0.90	0.70	0.40	0.20	
Estimated boat tours per year	94	24	82	27	227

Q.33A WOULD YOU TAKE A TOUR GROUP ON THE TROUT RIVER POND BOAT TOUR?
- GROUP A -

TOTAL SAMPLE (n=50)	100%
yes	78%
no	22%

Q.33A WHY WOULD YOU TAKE A TOUR ON TROUT RIVER POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=39)	100%
easier access/ not a long walk	19%
like to include boat ride on all tours	19%
pretty scenery/ different	19%
if time allowed	10%
if a concession stand were available before or after ride	5%
it the group were younger	5%
new attraction	5%
sound nice/ one may enjoy it	5%
tours like boat rides	5%
depending on cost	5%
to whale watch	5%

Q.33A WHY WOULD YOU TAKE A TOUR ON TROUT RIVER POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=39)	-
easier access/ not a long walk	19%
like to include boat ride on all tours	19%
pretty scenery/ different	23%
if time allowed	10%
if a concession stand were available before or after ride	5%
it the group were younger	5%
new attraction	5%
sound nice/ one may enjoy it	5%
tours like boat rides	5%
depending on cost	5%
to whale watch	5%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.33A WHY WOULD YOU NOT TAKE A TOUR ON TROUT RIVER POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=11)	100%
clients' lack of interest	33%
one boat ride would be enough	33%
if time allowed	33%

Q.33A WHY WOULD YOU NOT TAKE A TOUR ON TROUT RIVER POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP A -

TOTAL SAMPLE (n=11)	-
clients' lack of interest	33%
one boat ride would be enough	33%
if time allowed	33%
easier access	7%
if restrooms were available	4%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.33B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP A -

TOTAL SAMPLE (n=39)	100%
NUMBER OF TOURS	
1	48%
2	19%
3	5%
4	10%
5	5%
6	10%
13	5%

Mean = 2.8

Q.23 BASED ON THE INFORMATION THAT WE SENT TO YOU, WOULD YOU TAKE YOUR PARTIES ON THE PROPOSED TROUT RIVER POND BOAT TOUR?
- GROUP B -

TOTAL SAMPLE (n=37)	100%
yes	53%
no	47%

Q.24A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTY ON THE TROUT RIVER POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=21)	100%
scenery/beauty	42%
added attraction/client option/new experience	25%
accessibility	25%
length of time on tour is good	8%

Q.24A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTY ON THE TROUT RIVER POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP B -

TOTAL SAMPLE (n=21)	-
scenery/beauty	42%
added attraction/client option/new experience	25%
accessibility	25%
length of time on tour is good	8%
bird watching	8%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.24B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP B -

TOTAL SAMPLE (n=21)	100%
NUMBER OF TOURS	
1	42%
2	42%
4	9%

Mean = 1.8

Q.25A WHAT FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE TROUT RIVER POND BOAT TOUR?

- GROUP B -

(n=16)

clients' lack of interest	44%
price of tour	33%
walking distance to tour	22%
lack of bus parking	33%
lack of washroom facilities	33%
length of boat tour	11%
type of boat tour	11%
lack of overnight accommodation	11%
weather	22%
boat tour schedule	11%
lack of tour information	22%
boat tour in St. John's more convenient	11%
time factor	21%
one boat tour is enough	21%

Q.23 WOULD YOU TAKE TOUR GROUPS ON THE TROUT RIVER POND BOAT TOUR?
- GROUP C -

TOTAL SAMPLE (n=93)	100%
yes	83%
no	17%

Q.25A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE A TOUR GROUP ON THE TROUT RIVER POND TOUR?
- FIRST MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=77)	100%
easy access/no long walk	35%
scenery/fjords	25%
enjoyable/relaxing	15%
client option	5%
accommodation/facilities	5%
something new	5%
if it were operating we would take it	5%
don't know	5%

Q.25A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE A TOUR GROUP ON THE TROUT RIVER POND TOUR?
- TOTAL MENTIONS -
- GROUP C -

TOTAL SAMPLE (n=77)	-
easy access/no long walk	35%
scenery/fjords	35%
enjoyable/relaxing	15%
accommodation/facilities	15%
client option	5%
something new	5%
if it were operating we would take it	5%
don't know	5%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.25B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP C -

TOTAL SAMPLE (n=77)	100%
NUMBER OF TOURS	
0	5%
1	70%
2	15%
10	5%
18	5%

Mean = 2.4

Q.26A WHAT FACTORS WOULD INFLUENCE YOUR DECISION NOT TO TAKE THE TROUT RIVER POND BOAT TOUR?
- GROUP C -
(n=15)

clients' lack of interest	50%
price of tour	25%
walking distance to tour	25%
lack of bus parking	25%
lack of washroom facilities	25%
length of boat tour	50%
type of boat tour	25%
lack of overnight accommodation	25%
weather	25%
boat tour schedule	25%
had enough of boat tours before arriving at Gros Morne	50%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.18 WOULD THE INFORMATION PACKAGE THAT WE SENT YOU INDUCE YOU TO TAKE YOUR TOUR PARTIES ON THE TROUT RIVER POND BOAT TOUR?
- GROUP D -

TOTAL SAMPLE (n=82)	100%
yes	93%
no	7%

Q.19A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTIES ON THE TROUT RIVER POND BOAT TOUR?
- FIRST MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=76)	100%
easy access	46%
scenery	15%
something different	15%
short boat ride	8%
relaxation	8%
like being on the water	8%

Q.19A WHAT ARE THE MAIN REASONS WHY YOU WOULD TAKE YOUR TOUR PARTIES ON THE TROUT RIVER POND BOAT TOUR?
- TOTAL MENTIONS -
- GROUP D -

TOTAL SAMPLE (n=76)	-
easy access	54%
scenery	30%
something different	15%
short boat ride	8%
relaxation	8%
like on the water	8%
geological phenomena	8%
no walking required	8%

TOTAL EXCEEDS 100% DUE TO MULTIPLE MENTIONS.

Q.19B APPROXIMATELY HOW MANY TOURS IN A YEAR WOULD YOU TAKE?
- GROUP D -

TOTAL SAMPLE (n=76)	100%
NUMBER OF TOURS	
0	8%
1	69%
2	15%
10	8%

Mean = 1.8

APPENDIX A

- QUESTIONNAIRES -

Respondent # _____

DRAFT SCREENING QUESTIONNAIRE - 88040

INTERVIEWER: Ask for the person responsible for planning tours.

INTRODUCTION: Hello, my name is _____ and I am calling from **OMNIFACTS RESEARCH LIMITED.** We are a marketing research firm and we are conducting research on tour operators. The project is being conducted on behalf of the Canadian Parks Service (Environment Canada). Would you help us by answering a few questions which will take only a few minutes of your time? All answers will be kept confidential in accordance with the Access to Information and Privacy Acts. Of course, your participation is voluntary. Access to the information can be obtained by: contacting the Director General, Atlantic Region, Canadian Parks Service and quoting the following number: DOE/PKS-015-03026.

1a) Are you the senior person responsible for planning tours for your company? _____

Yes..... 1

No..... 2 **ASK TO SPEAK WITH THE SENIOR MANAGEMENT PERSON RESPONSIBLE FOR PLANNING TOURS**

1b) Does your company decide the destinations for the tours? _____

Yes..... 1 Go to 2
No..... 2 Go to 1c

1c) Which company makes this decision for you?

ASK TO SPEAK WITH THE APPROPRIATE PERSON OR GET NAME AND PHONE NUMBER OF COMPANIES THEY CONTRACT. THANK RESPONDENT AND TERMINATE.

Company Name	Phone Number
_____	_____
_____	_____
_____	_____

2. Which type of tour operation would best describe your company, bus or motorcoach operator, tour operator, wholesale tour operator, retail tour operator, tour broker or carrier? **(LIST ALL THAT APPLY.)**

bus/motorcoach operator..... 1 **GO TO Q.5** _____
tour operator..... 2 **GO TO Q.3** _____

wholesaler..... 3 **GO TO Q.3** _____
retailer..... 4 **GO TO Q.3** _____

tour broker..... 5 **GO TO Q.3** _____
carrier..... 6 **GO TO Q.3** _____
other **(SPECIFY)** _____ _____

3. Do you provide bus/motorcoach tours? _____

Yes..... 1 **GO TO Q.4**

No..... 1 **TERMINATE**

4. Are these bus/motorcoach tours owned by your company or another company? (LIST NAME OF COMPANY IF 2 IS THE RESPONSE.)

own company..... 1 GO TO Q.5

another company..... 2

Name of company _____

5. From which city and state (province) do your bus tours originate? (LIST MORE THAN ONE IF APPLICABLE.)

City	State (Province)	
_____	_____	___
_____	_____	___
_____	_____	___
_____	_____	___

6a) Have you operated any tours to the following places? (READ LIST AND CHECK ALL THAT ARE POSSIBLE.)

	Q.6a YES	Q.6a NO		Q.6b YEAR
Any of the Northeastern United States.....	1	2	_____	_____
Ontario, Canada.....	1	2	_____	_____
Quebec, Canada.....	1	2	_____	_____
Nova Scotia, Canada.....	1	2	_____	_____
Prince Edward Island, Canada...	1	2	_____	_____
New Brunswick, Canada.....	1	2	_____	_____
Newfoundland, Canada.....	1	2	_____	_____

6b) When was the last time you operated a tour? (READ LIST ABOVE, WHERE YES ANSWERED AND RECORD ABOVE.)

7a) Have you operated any tours to Gros Morne National Park in Newfoundland, Canada? (ASK ONLY RESPONDENTS WHO REPORTED TOURS TO NEWFOUNDLAND IN Q. 6a.)

Yes..... 1

No..... 2 GO TO Q.8

Don't Know/Recall... 3

_____

7b) When was the last time you operated a tour to this park?

_____ (SPECIFY YEAR) ___

INTERVIEWER PLEASE READ TO RESPONDENT

8. We are conducting a research project on behalf of Environment Canada - Parks in order to assess the potential bus tour market for Gros Morne National Park. The research will aid the Canadian government both in planning new facilities and marketing existing programs. You do not need to be familiar with this park. Your participation would involve reviewing some photographs of the park and a brief description of the park facilities which we would mail to you. Our company would then contact you by telephone to ask for your opinion. We would like to point out that this is a research project only and you will not in any way be requested to buy or promote anything and would involve very little of your time. Would you be interested in participating? Your assistance and knowledge of the industry would be greatly appreciated.

Yes..... 1 GO TO Q.9 _____

No..... 2 ENQUIRE TO REASON(S) FOR LACK OF INTEREST

_____

_____

THANK RESPONDENT FOR HIS/HER TIME.

9. Would you please give me your mailing address?

Name _____

Company _____

Address _____

City _____

State (province) _____

Zip/postal code _____

(Record Telephone #) _____

(Record Group) _____
(SEE INTERVIEWER INSTRUCTIONS)

INTERVIEWER: PLEASE READ TO RESPONDENT.

10. We will be sending you a small package of information on Gros Morne National Park and its boat tours. We ask that you review it. This should take approximately 15 minutes of your time. Our office will be contacting you within a week by telephone to ask you a few questions on this information.

11. Would you prefer to be called in the morning, afternoon, or either?

Morning..... 1

Afternoon..... 2 _____

Either..... 3

12. Do you have any questions or comments?

_____ _____

_____ _____

_____ _____

Thank you for your cooperation!

GROUP A. - Visited Gros Morne

February 10, 1988

Docket No: 88040

Respondent #

INTERVIEWER: Ask for the person on your call sheet as identified by the screening questionnaire.

INTRODUCTION: Hello, my name is _____ and I am calling from OMNIFACTS RESEARCH LIMITED. As you may recall, we are conducting research on tour operators on behalf of the Canadian Parks Service (Environment Canada). The purpose of the project is to aid in planning new facilities and to market existing programs. When I talked to you a week ago you agreed to participate in our research project. By now you should have received some photographs and a description of facilities at Gros Morne National Park. Let me remind you that all of your answers are confidential in accordance with the Access to Information and Privacy acts. Of course your participation is voluntary. Access to the information collected can be obtained by contactint the Director General, Atlantic Region, Canadian Parks Service and quoting the following number: DOE/PKS-015-03026.

1) Did you receive the photographs and informational material that we sent to you on Newfoundland and Gros Morne?

Yes	——→	GO TO Q.2
No	——→	GO TO Q.2B
Not sure	——→	

2a) Are you prepared to answer a few questions?

Yes	——→	GO TO Q.3
No	——→	

2b) IF NO ASK: When may I call you back?

_____

(INTERVIEWER, PLEASE RECORD ON CALL BACK SHEET.)

2c) If respondent refuses to participate, please ask politely why they are not interested and record below.
THANK RESPONDENT FOR HIS/HER TIME.

_____

3) Do you have the information we sent in front of you?

(IF NO, ASK POLITELY WHETHER HE OR SHE COULD GET IT.)

Before I ask you any questions on this material, I would like to first ask you a series of questions on your tours to Newfoundland.

4) What factors determine whether or not you take a tour to Newfoundland?

_____

5) On what basis do you choose the destinations of your bus tours? (LIST ALL THAT APPLY-DO NOT READ LIST.)

1. geographic location _____
2. distance _____
3. clientele _____
4. type of tour _____
5. tour information available _____
6. cost _____
7. attractions/activities available _____
8. other: (SPECIFY)

_____

_____

6) (PROBE:) Any others? _____

_____

7) Of those just mentioned, which is the most important factor to you in choosing Newfoundland as a tour destination?

_____

8) During the past year, how many tours did you send to Newfoundland?

_____

9) During the past five years, how many tours did you send to Newfoundland?

_____

10a) Approximately how many participants, on average, does each tour accommodate?

0 - 15 _____
16 - 30 _____
31 - 45 _____
46 - 60 _____
60 + _____

10b) How many days on average does each tour stay in Newfoundland?

_____ days.

11) On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rank the following services for tours in Newfoundland?

	poor				excellent
accommodations	1	2	3	4	5
restaurants	1	2	3	4	5
tourist attractions	1	2	3	4	5
tour information	1	2	3	4	5

12) I would like to ask you a few questions about your tours to Gros Morne National Park.

13) Please indicate whether each of the following factors was very important, somewhat important, or not at all important to your decision in planning a bus tour to Newfoundland's Gros Morne National Park.

	NOT AT ALL IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	DON'T KNOW
a) Availability of tour guides.....	[ ]	[ ]	[ ]	[ ]
b) Scenic attractions.....	[ ]	[ ]	[ ]	[ ]
c) Tour literature available.....	[ ]	[ ]	[ ]	[ ]
d) Type of customer/clientele.....	[ ]	[ ]	[ ]	[ ]
e) Cultural attractions.....	[ ]	[ ]	[ ]	[ ]
f) Shopping.....	[ ]	[ ]	[ ]	[ ]
g) Historic attractions.....	[ ]	[ ]	[ ]	[ ]
h) Childrens' activities/attractions.	[ ]	[ ]	[ ]	[ ]
i) Weather.....	[ ]	[ ]	[ ]	[ ]
j) Time of the year.....	[ ]	[ ]	[ ]	[ ]
k) Highway access.....	[ ]	[ ]	[ ]	[ ]
l) Cost.....	[ ]	[ ]	[ ]	[ ]
m) Other attractions in the vicinity.	[ ]	[ ]	[ ]	[ ]
n) Lodging available.....	[ ]	[ ]	[ ]	[ ]
o) Restaurants.....	[ ]	[ ]	[ ]	[ ]
p) Advertising.....	[ ]	[ ]	[ ]	[ ]
q) Rest stops.....	[ ]	[ ]	[ ]	[ ]
r) Ferry ride required.....	[ ]	[ ]	[ ]	[ ]
s) Park facilities.....	[ ]	[ ]	[ ]	[ ]
t) Local communities.....	[ ]	[ ]	[ ]	[ ]

14) How many tours did you take to Gros Morne National Park in the past year?

_____

15) How many tours did you take to Gros Morne National Park in the past five years?

_____

16) How many days on average does each tour stay in the park?

_____ days

17) Did you use the park's facilities/services?

Yes ———> GO TO Q.18
No ———> GO TO Q.20

18) Which ones? (READ LIST)

		poor				excellent
Visitor Reception Centre....	____	1	2	3	4	5
Lookout/trail to the top of Gros Morne National Park....	____	1	2	3	4	5
Campgrounds.....	____	1	2	3	4	5
Picnic sites.....	____	1	2	3	4	5
Scenic lookout points.....	____	1	2	3	4	5
Lobster Cove Head Lighthouse	____	1	2	3	4	5
Others (SPECIFY)						
_____		1	2	3	4	5
_____		1	2	3	4	5
_____		1	2	3	4	5

19) On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rank the facilities and services for tours to Gros Morne National Park.
(RECORD AT Q.18 FOR THOSE CHECKED AND SPECIFIED.)

20) Did you use the facilities/services of the communities in the surrounding area other than accommodations? (INTERVIEWER: REFER TO PARK MAP.)

Yes ———> GO TO Q.21
No ———> GO TO Q.23

21) Which ones? (SPECIFY)

	Facility/Service	Name	Location (Town)
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

22) On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rank these facilities and services for the communities in the area surrounding Gros Morne National Park? (REFER TO Q.21 LIST).

	Facility/Service	poor				excellent
1.	_____	1	2	3	4	5
2.	_____	1	2	3	4	5
3.	_____	1	2	3	4	5

23) Did you stay in a local hotel, motel or other accommodations on the night before the park visit?

Yes ⟶ GO TO Q.24
No ⟶ GO TO Q.26

24) If yes, which ones?

	Name	Location	poor				excellent
1.	_____	_____	1	2	3	4	5
2.	_____	_____	1	2	3	4	5
3.	_____	_____	1	2	3	4	5

25) On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rank these accommodations in the area surrounding Gros Morne National Park? (RECORD AT Q.24).

26) Did you take your tour parties on the boat tours in the park or surrounding area?

Yes ⟶ GO TO Q.27
No ⟶ SPECIFY BELOW. GO TO Q.33
If no, why not? _____

_____

27) Which one(s)? (READ LIST. CHECK EACH ONE.)

		poor				excellent	D.K./N.S.
_____	Western Brook Pond 1	2	3	4	5	6	
_____	Bonne Bay.....1	2	3	4	5	6	
_____	St. Paul's.....1	2	3	4	5	6	

28) On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rank this/these tours? (INTERVIEWER, RECORD AT Q.27).

29) What were the main reasons why you took your tour party on these boat tours? (PLEASE SPECIFY)

_____

_____

_____

PROBE: Any others? _____

_____

30) FOR THOSE TOURING WESTERN BROOK POND. (NOTED IN Q.27)
IF NOT, GO TO Q.31

30a) What did your clients like the most about the boat tour on Western Brook Pond?

Like:_____

_____

_____

30b) What did clients dislike, if anything, about this tour?

Dislike_____

_____

_____

30c) Would you take another tour on Western Brook Pond?

Yes
No
Why or why not: _____

_____

_____ GO TO Q.33

31) **FOR THOSE NOT TOURING WESTERN BROOK POND. (NOTED IN Q.27)**

31a) **Based upon the information we sent to you, would you take a tour group on Western Brook Pond boat tour?**

Yes _____ SPECIFY BELOW.
No _____ SPECIFY BELOW. GO TO Q.32
Why or why not? _____

_____

_____

31b) If yes, approximately how many tours in a year would you take?

(SPECIFY NUMBER) _____

32a) We would be interested in knowing what factors influenced your decision not to take the Western Brook Pond boat tour? (INTERVIEWER: READ LIST. CHECK ALL THAT APPLY.)

Clients' lack of interest.....	[ ]
Price of tour.....	[ ]
Walking distance to tour.....	[ ]
Lack of bus parking.....	[ ]
Lack of washroom facilities.....	[ ]
Length of boat tour.....	[ ]
Type of boat.....	[ ]
Lack of overnight accommodation....	[ ]
Weather.....	[ ]
Boat tour schedule.....	[ ]
Lack of tour information.....	[ ]

32b) Are there any others which I have not mentioned?

Specify _____

_____

_____

33a) Based on the information we sent you, would you take a tour on a Trout River Pond boat tour?

Yes _____ SPECIFY BELOW.
No _____ SPECIFY BELOW. GO TO Q.34
Why or why not? _____

_____

_____

33b) IF YES, approximately how many tours in a year would you take?

(SPECIFY NUMBER.) ____

34) Would you take another tour to Gros Morne National Park?

Yes _____
No _____
Why or why not? _____

_____

_____

THANK YOU FOR YOUR COOPERATION.

END

GROUP B. - Those visiting Newfoundland/not Gros Morne. February 10, 1988

Docket No: 88040

Respondent #

INTERVIEWER: Ask for the person on your call sheet as identified by the screening questionnaire.

INTRODUCTION: Hello, my name is _____ and I am calling from OMNIFACTS RESEARCH LIMITED. As you may recall, we are conducting research on tour operators. on behalf of the Canadian Parks Service (Environment Canada). The purpose of the project is to aid in planning new facilities and to market existing programs. When I talked to you a week ago, you agreed to participate in our research project. By now you should have received some photographs and a description of facilities at Gros Morne National Park. Let me remind you that all of your answers are confidential in accordance with the Access and Privacy acts. Of course, your participation is voluntary. Access to the information collected can be obtained by contacting the Director General, Atlantic Region, Canadian Parks Service and quoting number: DOE/PKS-015-03026.

1) Did you receive the photographs and informational material that we sent to you on Newfoundland and Gros Morne?

Yes	——>	GO TO Q.2A
No	——>	GO TO Q.2B
Not sure	——>	REFER TO INTERVIEWER

INSTRUCTIONS

2a) Are you prepared to answer a few questions?

Yes	——>	GO TO Q.3
No	——>	

2b) IF NO ASK: When may I call you back?

_____

(INTERVIEWER, PLEASE RECORD ON CALL BACK SHEET.)

2c) If respondent refuses to participate, please ask politely why they are not interested and record below. THANK RESPONDENT FOR HIS/HER TIME.

_____

3) Do you have the information we sent in front of you? (IF NO, ASK POLITELY WHETHER HE OR SHE COULD GET IT.) Before I ask you any questions on this material, I would like to first ask you a series of questions on your tours to Newfoundland.

4) What are the main reasons why you send a tour to Newfoundland?

_____

_____

5) On what basis do you choose the destinations of your bus tours? (LIST ALL THAT APPLY-DO NOT READ LIST.)

1. geographic location _____
2. distance _____
3. clientele _____
4. type of tour _____
5. tour information available _____
6. cost _____
7. attractions/activities available _____
8. other: (specify) _____

6) (PROBE:) Any others? _____

_____

7) Of those just mentioned, which is the most important factor to you in choosing Newfoundland as a tour destination?

_____

8) During the past year, how many tours did you send to Newfoundland?

_____

9) During the past five years, how many tours did you send to Newfoundland?

_____

10a) Approximately how many participants, on average, does each tour accommodate?

0 - 15 _____
16 - 30 _____
31 - 45 _____
46 - 60 _____
60 + _____

10b) How many days on average does each tour stay in Newfoundland?

_____ days.

11) Did you use the facilities/services in Newfoundland other than accommodations?

Yes _____> GO TO Q.12
No _____> GO TO Q.14

12) Which ones? (SPECIFY)

	Facility/Service	Name	Location (Town)
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

13) On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rank these facilities and services (REFER TO Q.12 LIST).

	Facility/Service	poor				excellent
1.	_____	1	2	3	4	5
2.	_____	1	2	3	4	5
3.	_____	1	2	3	4	5

14) What accommodations (hotels/motels) have you used in Newfoundland for your bus tours?

	Name	Location	poor				excellent
1.	_____	_____	1	2	3	4	5
2.	_____	_____	1	2	3	4	5
3.	_____	_____	1	2	3	4	5

15) On a scale of 1 to 5 where 1 is poor and 5 is excellent, how would you rank these accommodations (RECORD AT Q.14).

16) Have you taken a tour to Gros Morne National Park?

Yes _____> SPECIFY BELOW. GO TO Q.18
No _____>
Why or why not? _____

_____

17) What would have to be changed in order for you to take a bus tour to Gros Morne National Park?

_____

_____

18) Please indicate whether each of the following factors was very important, somewhat important, or not at all important to your decision in planning a bus tour to Newfoundland.

	Not at all Important	Somewhat Important	Very Important
a) Availability of tour guides.....	[ ]	[ ]	[ ]
b) Scenic attractions.....	[ ]	[ ]	[ ]
c) Tour literature available.....	[ ]	[ ]	[ ]
d) Type of customer/clientele.....	[ ]	[ ]	[ ]
e) Cultural attractions.....	[ ]	[ ]	[ ]
f) Shopping.....	[ ]	[ ]	[ ]
g) Historic attractions.....	[ ]	[ ]	[ ]
h) Childrens' activities/attractions	[ ]	[ ]	[ ]
i) Weather.....	[ ]	[ ]	[ ]
j) Time of the year.....	[ ]	[ ]	[ ]
k) Highway access.....	[ ]	[ ]	[ ]
l) Cost.....	[ ]	[ ]	[ ]
m) Other attractions in the vicinity.	[ ]	[ ]	[ ]
n) Lodging available.....	[ ]	[ ]	[ ]
o) Restaurants.....	[ ]	[ ]	[ ]
p) Advertising.....	[ ]	[ ]	[ ]
q) Rest stops.....	[ ]	[ ]	[ ]
r) Ferry ride required.....	[ ]	[ ]	[ ]
s) Park facilities.....	[ ]	[ ]	[ ]
t) Local communities.....	[ ]	[ ]	[ ]
u) Nature trails/viewing.....	[ ]	[ ]	[ ]

19) Would the information package that we sent to you, induce you to take your tour parties to Gros Morne National Park?

Yes ——› GO TO Q.20
No ——› GO TO Q.26

20) Based on the information that we sent to you, would you take your tour parties on the Western Brook Pond boat tour?

Yes _____> GO TO Q.21
No _____> GO TO Q.22

21) FOR THOSE THAT WOULD TAKE PARTIES ON THE WESTERN BROOK POND BOAT TOUR.

21a) What are the main reasons why you would take your tour party on the Western Brook Pond boat tour? (SPECIFY)

_____

_____

_____

PROBE: Any Others? _____

_____

21b) Approximately, how many tours in a year would you take?

(SPECIFY NUMBER.) _____ Go to Q.23

22) FOR THOSE THAT WOULD NOT TAKE THE WESTERN BROOK POND BOAT TOUR.

22a) We would be interested in knowing what factors would influence your decision not to take the Western Brook Pond boat tour? (INTERVIEWER: READ LIST. CHECK ALL THAT APPLY.)

Clients lack of interest.....	[ ]
Price of tour.....	[ ]
Walking distance to tour.....	[ ]
Lack of bus parking.....	[ ]
Lack of washroom facilities.....	[ ]
Length of boat tour.....	[ ]
Type of boat.....	[ ]
Lack of overnight accommodation..	[ ]
Weather.....	[ ]
Boat tour schedule.....	[ ]
Lack of tour information.....	[ ]

22b) Are there any others which I have not mentioned?

(SPECIFY) _____

_____

_____

23) Based on the information we sent you, would you take your parties on the Trout River Pond Boat Tour?

Yes ——> GO TO Q.24
No ——> GO TO Q.25

24) FOR THOSE THAT WOULD TAKE THE PROPOSED TROUT RIVER POND BOAT TOUR.

24a) What are the main reasons why you would take a tour group on the Trout River Pond boat tour?

_____

_____

Probe: Any others? _____

_____

_____

24b) Approximately how many tours in a year would you take?

(SPECIFY NUMBER.) _____ Go to Q.26

25) FOR THOSE THAT WOULD NOT TAKE THE PROPOSED TROUT RIVER POND BOAT TOUR.

25a) We would be interested in knowing what factors would influence your decision not to take the Trout River Pond boat tour? (INTERVIEWER: READ LIST. CHECK ALL THAT APPLY.)

Clients lack of interest.....	[ ]
Price of tour.....	[ ]
Walking distance to tour.....	[ ]
Lack of bus parking.....	[ ]
Lack of washroom facilities.....	[ ]
Length of boat tour.....	[ ]
Type of boat.....	[ ]
Lack of overnight accommodation..	[ ]
Weather.....	[ ]
Boat tour schedule.....	[ ]
Lack of tour information.....	[ ]

25b) Are there any others which I have not mentioned?

(Specify) _____

_____

_____

26) Would you take another tour to Newfoundland?

Yes _____
No _____
Why or why not? _____

_____

_____

Thank you for your cooperation.

END

GROUP C. - Those visiting Atlantic Canada/not Newfoundland or Gros Morne.

February 10, 1988

Docket No: 88040

Respondent #

INTERVIEWER: Ask for the person on your call sheet as identified by the screening questionnaire.

INTRODUCTION: Hello, my name is _____ and I am calling from OMNIFACTS RESEARCH LIMITED. As you may recall, we are conducting research on tour operators on behalf of the Canadian Parks Service (Environment Canada). The purpose of the project is to aid in planning new facilities and to market existing programs. When I talked to you a week ago, you agreed to participate in our research project. By now you should have received some photographs and a description of facilities at Gros Morne National Park. Let me remind you that all of your answers are confidential in accordance with the Access to Information and Privacy acts. Of course, your participation is voluntary. Access to the information collected can be obtained by contacting the Director General, Atlantic Region, Canadian Parks Service and quoting the following number: DOE/PKS-015-03026.

1) Did you receive the photographs and informational material that we sent to you on Newfoundland and Gros Morne?

Yes	1	——›	GO TO Q.2A
No	2	——›	GO TO Q.2B
Not sure	3	——›	REFER TO INTERVIEWER INSTRUCTIONS

_____

2a) Are you prepared to answer a few questions?

Yes	1	——›	GO TO Q.3
No	2	——›	

_____

2b) IF NO ASK: When may I call you back? _____
(INTERVIEWER, PLEASE RECORD ON CALL BACK SHEET.)

2c) If respondent refuses to participate, please ask politely why they are not interested and record below. THANK RESPONDENT FOR HIS/HER TIME.

_____

3) Do you have the information we sent in front of you?
(IF NO, ASK POLITELY WHETHER HE OR SHE COULD GET IT.)
Before I ask you any questions on this material, I would like to first ask you a series of questions on your tours to Newfoundland.

4) What are the main reasons why you send a tour to the Maritime Provinces?

_____

_____

5) On what basis do you choose the destinations of your bus tours?
(LIST ALL THAT APPLY-DO NOT READ LIST.)

1.	geographic location	1
2.	distance	1
3.	clientele	1
4.	type of tour	1
5.	tour information available	1
6.	cost	1
7.	attractions/activities available	1
8.	other: (specify)	

6) (PROBE:) Any others?

7) Of those just mentioned, which is the most important factor to you in choosing the Maritime Provinces as a tour destination?

8) During the past year, how many tours did you send to the Maritime Provinces?

9) During the past five years, how many tours did you send to the Maritime Provinces?

10) Approximately how many participants, on average, does each tour accommodate?

0 - 15	1
16 - 30	2
31 - 45	3
46 - 60	4
60 +	5

11) Did you use the facilities/services in the Maritimes other than accommodations?

Yes 1 ——› GO TO Q.12
No 2 ——› GO TO Q.13

12) Which ones? (Specify)

	Facility/Service	Name	Location (Town)
1.			
2.			
3.			

13) What accommodations (hotels/motels) have you used in the Maritime Provinces for your bus tours?

Name	Location
1. _____	_____
2. _____	_____
3. _____	_____

14a) Have you taken a tour to Newfoundland?

Yes 1 ——› GO TO Q.16
No 2 ——›

14b) Why not? _____

_____

15) Based on the information that we sent to you, would you take your tour parties to Newfoundland?

Yes 1 ——›
No 2 ——› SPECIFY BELOW. GO TO Q.17

If no, why not? _____

_____

16) Based on the information that we sent to you, would you take your tour parties to Gros Morne National Park?

Yes 1 ——› CHECK BOTTOM OF PAGE ALSO.
No 2 ——› SPECIFY BELOW

If no, why not? _____

_____

17) Please indicate whether each of the following factors would be very important, somewhat important, or not at all important to your decision whether to plan a bus tour to Newfoundland.

	Not at all Important	Somewhat Important	Very Important	D.K. No Opinion
a) Availability of tour guides.....	[ ]	[ ]	[ ]	[ ]
b) Scenic attractions.....	[ ]	[ ]	[ ]	[ ]
c) Tour literature available.....	[ ]	[ ]	[ ]	[ ]
d) Type of customer/clientele.....	[ ]	[ ]	[ ]	[ ]
e) Cultural attractions.....	[ ]	[ ]	[ ]	[ ]
f) Shopping.....	[ ]	[ ]	[ ]	[ ]
g) Historic attractions.....	[ ]	[ ]	[ ]	[ ]
h) Childrens' activities/attractions..	[ ]	[ ]	[ ]	[ ]

	Not at all Important	Somewhat Important	Very Important	D.K. No Opinion
j) Time of the year.....	[ ]	[ ]	[ ]	[ ]
k) Highway access.....	[ ]	[ ]	[ ]	[ ]
l) Cost.....	[ ]	[ ]	[ ]	[ ]
m) Other attractions in the vicinity.	[ ]	[ ]	[ ]	[ ]
n) Lodging available.....	[ ]	[ ]	[ ]	[ ]
o) Restaurants.....	[ ]	[ ]	[ ]	[ ]
p) Advertising.....	[ ]	[ ]	[ ]	[ ]
q) Rest stops.....	[ ]	[ ]	[ ]	[ ]
r) Ferry ride required.....	[ ]	[ ]	[ ]	[ ]
s) Park facilities.....	[ ]	[ ]	[ ]	[ ]
t) Local communities.....	[ ]	[ ]	[ ]	[ ]
u) Nature trails/viewing.....	[ ]	[ ]	[ ]	[ ]

18a) When you take tour parties to the Maritime Provinces, do you ever take them on Boat tours?

Yes 1 ——› SPECIFY BELOW.
No 2 ——› SPECIFY BELOW. GO TO Q.18C _____

18b) If yes, which type? _____ GO TO Q.19

18c) If no, why not? _____ GO TO Q.20

_____

19) What do members of your tour parties like about these boat tours?

_____

_____

PROBE: Any others? _____

_____

20) FOR THOSE ANSWERING YES TO Q.16 AS CHECKED ON BOTTOM OF PAGE 3.
IF NOT CHECKED GO TO END.

21) Based on the information we sent you, would you take your tour parties on the Western Brook Pond boat tour?

Yes 1 ——› GO TO Q.22
No 2 ——› GO TO Q.23 _____

22) **FOR THOSE THAT WOULD TAKE THE WESTERN BROOK POND BOAT TOUR.**

22a) What are the main reasons why you would take your tour party on the Western Brook Pond boat tour? **(SPECIFY)**

_____

_____

_____

PROBE: Any Others? _____

_____

22b) Approximately, how many tours in a year would you take?

(SPECIFY NUMBER.) _____ **Go to Q.23**

23) **FOR THOSE THAT WOULD NOT TAKE THE WESTERN BROOK POND BOAT TOUR.**

23a) We would be interested in knowing what factors would discourage you from taking a tour party on the Western Brook Pond boat tour?

(INTERVIEWER: READ LIST. CHECK ALL THAT APPLY.)

Clients lack of interest.....	[ ] 1
Price of tour.....	[ ] 1
Walking distance to tour.....	[ ] 1
Lack of bus parking.....	[ ] 1
Lack of washroom facilities.....	[ ] 1
Length of boat tour.....	[ ] 1
Type of boat.....	[ ] 1
Lack of overnight accommodation....	[ ] 1
Weather.....	[ ] 1
Boat tour schedule.....	[ ] 1
Lack of Tour information.....	[ ] 1

23b) Are there any others which I have not mentioned?

Specify _____

_____

_____

23) Based on the information that we sent you, would you take your tour groups on the proposed Trout River Pond boat tour?

Yes 1 ____› **GO TO Q.25**
No 2 ____› **GO TO Q.26**

24) **FOR THOSE THAT WOULD TAKE THE PROPOSED TROUT RIVER POND BOAT TOUR.**

25a) What are the main reasons why you would take a tour group on the Trout River Pond tour?

_____

_____

Probe: Any others? _____

_____

_____

25b) Approximately how many tours in a year would you take?

(SPECIFY NUMBER.) _____ Go to END

26) FOR THOSE THAT WOULD NOT TAKE THE PROPOSED TROUT RIVER POND BOAT TOUR.

26a) We would be interested in knowing what factors would discourage you from taking a tour party on the Trout River Pond boat tour?

(INTERVIEWER: READ LIST. CHECK ALL THAT APPLY.)

Clients lack of interest.....	[ ]	1
Price of tour.....	[ ]	1
Walking distance to tour.....	[ ]	1
Lack of bus parking.....	[ ]	1
Lack of washroom facilities.....	[ ]	1
Length of boat tour.....	[ ]	1
Type of boat.....	[ ]	1
Lack of overnight accommodation....	[ ]	1
Weather.....	[ ]	1
Boat tour schedule.....	[ ]	1

26b) Are there any others which I have not mentioned?

Specify _____

_____

_____

THANK YOU FOR YOUR COOPERATION.

END

GROUP D.- Those originating in the NE U.S., Quebec and Ontario Canada and not visiting Atlantic Canada, Newfoundland or Gros Morne.

February 10, 1988

Docket No: 88040

Respondent #

INTERVIEWER: Ask for the person on your call sheet as identified by the screening questionnaire.

INTRODUCTION: Hello, my name is _____ and I am calling from OMNIFACTS RESEARCH LIMITED. As you may recall, we are conducting research on tour operators on behalf of the Canadian Parks Service (Environment Canada). The purpose of the project would aid planning new facilities and to market existing programs. By now you should have received some photographs and a description of facilities about Gros Morne National Park. Let me remind you that all of your answers are confidential in accordance with the Access to Information and Privacy acts. Of course, your participation is voluntary. Access to the information collected can be obtained by contacting the Director General, Atlantic Region, Canadian Parks Service and quoting the following number: DOE/PKS-015-03026.

1) Did you receive the photographs and informational material that we sent to you on Newfoundland and Gros Morne?

Yes	1	——> **GO TO Q.2A**
No	2	——> **GO TO Q.2B**
Not sure	3	——> **REFER TO INTERVIEWER INSTRUCTIONS**

_____

2a) Are you prepared to answer a few questions?

Yes	1	——> **GO TO Q.3**
No	2	——>

_____

2b) **IF NO ASK:** When may I call you back? _____
(INTERVIEWER, PLEASE RECORD ON CALL BACK SHEET.)

2c) If respondent refuses to participate, please ask politely why they are not interested and record below.
THANK RESPONDENT FOR HIS/HER TIME.

_____

3) Do you have the information we sent in front of you?
(IF NO, ASK POLITELY WHETHER HE OR SHE COULD GET IT.)
Before I ask you any questions on this material, I would like to first ask you a series of questions on your tours to Newfoundland.

4) How many bus tours does your company operate each year?

_____

5) On what basis do you choose the destinations of your bus tours? **(LIST ALL THAT APPLY-DO NOT READ LIST.)**

1.	geographic location	1
2.	distance	1
3.	clientele	1
4.	type of tour	1
5.	tour information available	1
6.	cost	1
7.	attractions/activities available	1
8.	other: (specify)	

6) **(PROBE:)** Any others?

7) **Of those just mentioned, which is the most important factor to you in choosing a tour destination?**

8) Approximately how many participants, on average, does each tour accommodate?

0 - 15	1
16 - 30	2
31 - 45	3
46 - 60	4
60 +	5

9a) Do you send tours to the Northeastern United States or Quebec and Ontario, Canada?

Yes 1 ->**GO TO Q.9B**
No 2 ->**GO TO Q.9D**

9b) **During the past year, how many tours did you send to the Northeastern United States or Quebec and Ontario, Canada?**

9c) **During the past five years, how many tours did you send to the Northeastern United States or Quebec and Ontario, Canada?**

GO TO Q.10

9d) Why not?

10) Based on the information that we sent to you, would you take your tour parties to Newfoundland?

Yes 1 ——> GO TO Q.11
No 2 ——> SPECIFY BELOW. GO TO Q.12

If no, why not? _____

_____

11) Based on the information that we sent to you, would you take your tour parties to Gros Morne National Park?

Yes 1 ——> CHECK ALSO BOTTOM OF PAGE
No 2 ——> SPECIFY BELOW.
If no, why not? _____

_____

12) I'm going to read a list. Please indicate whether each of these factors would be very important, somewhat important, or not at all important to your decision whether to plan a bus tour to Newfoundland.

	Not at all Important	Somewhat Important	Very Important	D.K. NO Opinion
a) Availability of tour guides.....	[ ]	[ ]	[ ]	[ ]
b) Scenic attractions.....	[ ]	[ ]	[ ]	[ ]
c) Tour literature available.....	[ ]	[ ]	[ ]	[ ]
d) Type of customer/clientele.....	[ ]	[ ]	[ ]	[ ]
e) Cultural attractions.....	[ ]	[ ]	[ ]	[ ]
f) Shopping.....	[ ]	[ ]	[ ]	[ ]
g) Historic attractions.....	[ ]	[ ]	[ ]	[ ]
h) Childrens' activities/attractions..	[ ]	[ ]	[ ]	[ ]
i) Weather.....	[ ]	[ ]	[ ]	[ ]
j) Time of the year.....	[ ]	[ ]	[ ]	[ ]
k) Highway access.....	[ ]	[ ]	[ ]	[ ]
l) Cost.....	[ ]	[ ]	[ ]	[ ]
m) Other attractions in the vicinity.	[ ]	[ ]	[ ]	[ ]
n) Lodging available.....	[ ]	[ ]	[ ]	[ ]
o) Restaurants.....	[ ]	[ ]	[ ]	[ ]
p) Advertising.....	[ ]	[ ]	[ ]	[ ]
q) Rest stops.....	[ ]	[ ]	[ ]	[ ]
r) Ferry ride required.....	[ ]	[ ]	[ ]	[ ]
s) Park facilities.....	[ ]	[ ]	[ ]	[ ]
t) Local communities.....	[ ]	[ ]	[ ]	[ ]
u) Nature trails/viewing.....	[ ]	[ ]	[ ]	[ ]
	1	2	3	4

13a) When you take tour parties on tours in general, do you ever take them on Boat tours?

Yes 1 ——› GO TO Q.13B
No 2 ——› GO TO Q.13C

13b) If yes, which type? SPECIFY BELOW. GO TO Q.14

13c) If no, why not? SPECIFY BELOW. GO TO Q.15

14) What do members of your tour parties like about these boat tours?

15) FOR THOSE ANSWERING YES TO Q.11 AND CHECKED ON PAGE 3.
IF NOT GO TO END.

Based on the information that we sent to you, would you take your tour parties on the Western Brook Pond boat tour in Gros Morne National Park.

Yes 1 ——› GO TO Q.16
No 2 ——› GO TO Q.18

16) FOR THOSE WHO WOULD TAKE THE WESTERN BROOK POND BOAT TOUR.

16a) What are the main reasons why you would take your tour party on the Western Brook Pond boat tour? (SPECIFY)

PROBE: ANY OTHERS?

16b) Approximately how many tours would you take in a year?

(SPECIFY YEAR.) _____ GO TO Q.18

17) **FOR THOSE WHO WOULD NOT TAKE THE WESTERN BROOK POND BOAT TOUR.**

17a) We would be interested in knowing what factors would influence your decision not to take the Western Brook Pond boat tour?

Clients' lack of interest.....	[ ]	1
Price of tour.....	[ ]	1
Walking distance to tour.....	[ ]	1
Lack of bus parking.....	[ ]	1
Lack of washroom facilities.....	[ ]	1
Length of boat tour.....	[ ]	1
Type of boat.....	[ ]	1
Lack of overnight accommodation..	[ ]	1
Weather.....	[ ]	1
Boat tour schedule.....	[ ]	1

17b) Are there any others which I have not mentioned?

Specify _____

_____

_____

18) Based on the information we sent you would you take a tour group on the proposed Trout River Pond boat tour?

Yes 1 ---> **GO TO Q.19**
No 2 ---> **GO TO Q.20**

19) **FOR THOSE WHO WOULD TAKE THE PROPOSED TROUT RIVER POND BOAT TOUR.**

19a) What are the main reasons why you would take your tour party on the proposed Trout River Pond boat tour? **(SPECIFY)**

_____

_____

_____

PROBE: ANY OTHERS? _____

_____

19b) Approximately how many tours would you take in a year?

(SPECIFY YEAR.) _____ **GO TO END.**

20) **FOR THOSE WHO WOULD NOT BE INTERESTED IN THE PROPOSED TROUT RIVER POND BOAT TOUR.**

20a) We would be interested in knowing what factors would influence your decision not to take the Trout River Pond boat tour?

Clients' lack of interest.....	[ ] 1
Price of tour.....	[ ] 1
Walking distance to tour.....	[ ] 1
Lack of bus parking.....	[ ] 1
Lack of washroom facilities.....	[ ] 1
Length of boat tour.....	[ ] 1
Type of boat.....	[ ] 1
Lack of overnight accommodation..	[ ] 1
Weather.....	[ ] 1
Boat tour schedule.....	[ ] 1

20b) Are there any others which I have not mentioned?

Specify _____

_____

_____

THANK YOU FOR YOUR COOPERATION.

END

APPENDIX B

- PLANNING REPORT -

PLANNING REPORT - 88040 - GROS MORNE

Introduction

The Gros Morne National Park Management Plan notes the attractions of the Trout River area, giving "... Trout River Pond and the Serpentine Tablelands as its major natural resource attractions, and the village of Trout River as its principle (sic) cultural resource attractions." Trout River Pond is, at present, the only fjord Pond in the park which is directly accessible by road. It is also the location of a rare geological phenomenon (i.e. an "outcropping of mohorovic discontinuity").

This study of bus tour operators is within the context of a proposed tour boat operation on Trout River Pond and existing and proposed tour operations on Western Brook Pond, Bonne Bay and St. Pauls.

The bus tour study will address the issue of potential demand with the focus on boat tours by: bus tours currently operating in the Gros Morne area; bus tours operating in Newfoundland but not the Gros Morne area, bus tours operating in Atlantic Canada, but not Newfoundland; and bus tours originating outside the Atlantic Provinces, but not operating in Atlantic Canada.

Background

At present, there are three tour boat operations within the park area. The Western Brook Pond Boat Tour requires a 50 minute (4.8 km.) hike one-way. The Bonne Bay tour (outside the park boundary) is accessible by road from Norris Point. There is also a boat tour operating out of the St. Pauls enclave.

The Bonne Bay and St. Paul's boat tours are only of interest to us in a peripheral sense as possible competing attractions for the bus tour market. The sites of primary interest are described below.

Site descriptions

1. Western Brook Pond (See Park Map # 1).

   A boat tour of 2.5 hours duration, large enough to accommodate a bus tour presently operates on this pond. However, the boat dock is accessible only by a 4.7 km. trail. Studies are currently investigating the feasibility of (among other improvements): the construction of a roadside interpretation

centre; public transit (e.g. bus or rubber-tired train) to the dock site; and an improved tour boat (with more protection from the weather, washroom facilities, etc.)
This is the most widely-used paid tourist attraction ($16 Cdn per adult) in the park and surrounding area. It travels to the end of a deep inland fjord between sheer 2,000 foot cliffs. The fjord scenery and photographic opportunities highlight the trip.

2. Trout River Pond (See Park Map #2)

The near end of Trout River Pond has a day use area with washroom, picnic tables and adequate parking for buses. It is fully accessible by paved highway and there is a new park campground nearly. The feasibility of a boat tour with capacity to accommodate a bus tour group is being investigated. The boat tour would likely be 2 to 2.5 hours in duration.

Attractions include fjord scenery and its photographic opportunities, plus a close-up view of one of the world's rarest features: the contact between the earth's outer crust and its inner mantle. This geological phenomenon would be easily viewed from a boat tour.

Research Objectives

There are three study objectives:

1. Develop profiles and quantify bus tours which are:

(a) visiting Newfoundland;

- Gros Morne Park;
- one or more enclave communities;

(b) visiting Atlantic Canada but not Newfoundland.

Where applicable, information is needed on: trip patterns; origin; frequency of tours; use of and satisfaction with enclave communities' facilities and services; use of and satisfaction with park facilities and services; length of stay in Newfoundland, park and area; use of Western Brook Pond, Bonne Bay and St. Pauls boat tours; reasons for visiting Newfoundland and Gros Morne; and reasons for not using the above boat tours.

2. Identify and quantify the potential use of Western Brook Pond and Trout River pond boat tours by bus tours:

(a) presently operating in the Gros Morne area;
(b) presently operating in Newfoundland.

In meeting this objective, information and analysis must identify those factors which are limiting bus tour use of present or proposed boat tours. As well, the analysis must identify those factors which will encourage or enhance boat tour use by bus tours. Both positive and negative factors must be identified for each of the market segments outlined in Objective (1).

3. Identify and quantify the potential use of Western Brook Pond and Trout River Pond boat tours by bus tours that are not presently operating in Newfoundland, but:

   (a) are operating in Atlantic Canada;

   (b) who originate/operate bus tours from Ontario, Quebec and Northeastern United States (Maine, New Hampshire, Vermont, New York, Pennsylvania, Massachusetts, Connecticut, Rhode Island, Washington, D.C., Delaware, New Jersey, Maryland).

   Again, the analysis must identify those factors which would encourage use of the boat tours by the above segments. As well, those factors that are limiting or preventing those segments from visiting Gros Morne and using the boat tours must be identified.

Research Design

Approach

Omnifacts proposes to do a thorough research review to assemble and categorize the list of tour operators in accordance with the objectives and market segments identified and discussed below. We propose to take a three-phased approach to the data collection effort. Phase I would involve the conduct of a screening questionnaire by telephone, Phase II would involve a mail-out of Park photographs and information and Phase III would be a more extensive follow-up questionnaire conducted by telephone with those qualifying based upon the screening criteria.

Both questionnaires, this planning report and the mail-out package will all be submitted for approval prior to proceeding. To ensure that the project is conducted in a timely fashion, we will submit this information as completed.

The screening criteria will allow us to verify the type of tour company, travel patterns and origin. As the lists developed are somewhat incomplete as to this information, this will also allow us to develop profiles and quantify the bus tours by category of area visited. This will also allow for more efficient use of mail-out materials and staff time and we believe will promote better cooperation and response rate. We estimate the screening interviews to take approximately two to three days to complete and will be

conducted during daytime working hours for each location. We expect to begin the mail-out immediately after conducting the screening and anticipate a minimum of a week for the mail-out materials to have arrived and be reviewed. The mail-out will consist of the following:

* six photographs with views of:
  - The community of Trout River Pond
  - Whale watching on Bonne Bay
  - Western Brook Pond from the Upland Plateau
  - The Southeast Hills Lookoff - A typical pull-off from the main highway
  - Trout River Pond at the Narrows
  - The Existing Boat Tour on Western Brook Pond

The photographs will be supplied by Environment Canada-Parks. Each photograph will be labeled by Omnifacts on the bottom for reference.

* A brief information sheet (2 pages) with facts about Newfoundland, Gros Morne National Park, the boat tours and attractions in the surrounding area.

* The Gros Morne National Park pamphlet supplied by Environment Canada-Parks.

* A map of Eastern Canada identifying major cities in the United States and Canada and their relationship to Gros Morne National Park.

* A letter of introduction from Omnifacts describing the mail-out materials and study.

These are included as Appendix C for your reference.

The Phase III questionnaire will be used in the follow-up telephone survey which is expected to require a minimum of a one week period. This Phase III questionnaire will focus on obtaining information on frequency of tours; use and satisfaction with enclave communities facilities and services; use and satisfaction with park facilities and services; length of stay in Newfoundland; park and area; use of Western Brook Pond, Bonne Bay and St. Paul's boat tours and reasons for visiting Newfoundland and not visiting Newfoundland, Gros Morne and boat tours. It will also address the potential use of the existing Western Brook Pond boat tour and the proposed Trout River Pond tour. This questionnaire will be more extensive than Phase I screening questionnaire and will also include more open-ended style questions. See Appendix B.

Survey Population

This is defined as bus tour operators in accordance with the following groups:

- bus tour companies operating in Gros Morne;
- bus tour companies operating in Newfoundland, but not Gros Morne National Park;
- bus tour companies operating in Atlantic Canada, but not Newfoundland; and
- North American bus tour companies not operating in the Atlantic Provinces.

The unit of analysis will be the company. Once the company has been selected, the senior person responsible for planning tours will be selected from that company.

Alternate lists will also be selected should non-response be greater than anticipated, so that the 100 interviews proposed, can be completed. It is important to note, that due to budget limitations, as well as the high priority attributed to the first three categories of the population, the sample will not be in the same proportion for all population groups.

A time frame of the last five years will be established upon the completion of the Phase I screening questionnaire. This will ensure that the sampling frame will be consistent among the four groups and will allow us to extend the sample results to the population with much more confidence.

Estimated Population Size And Sample Size

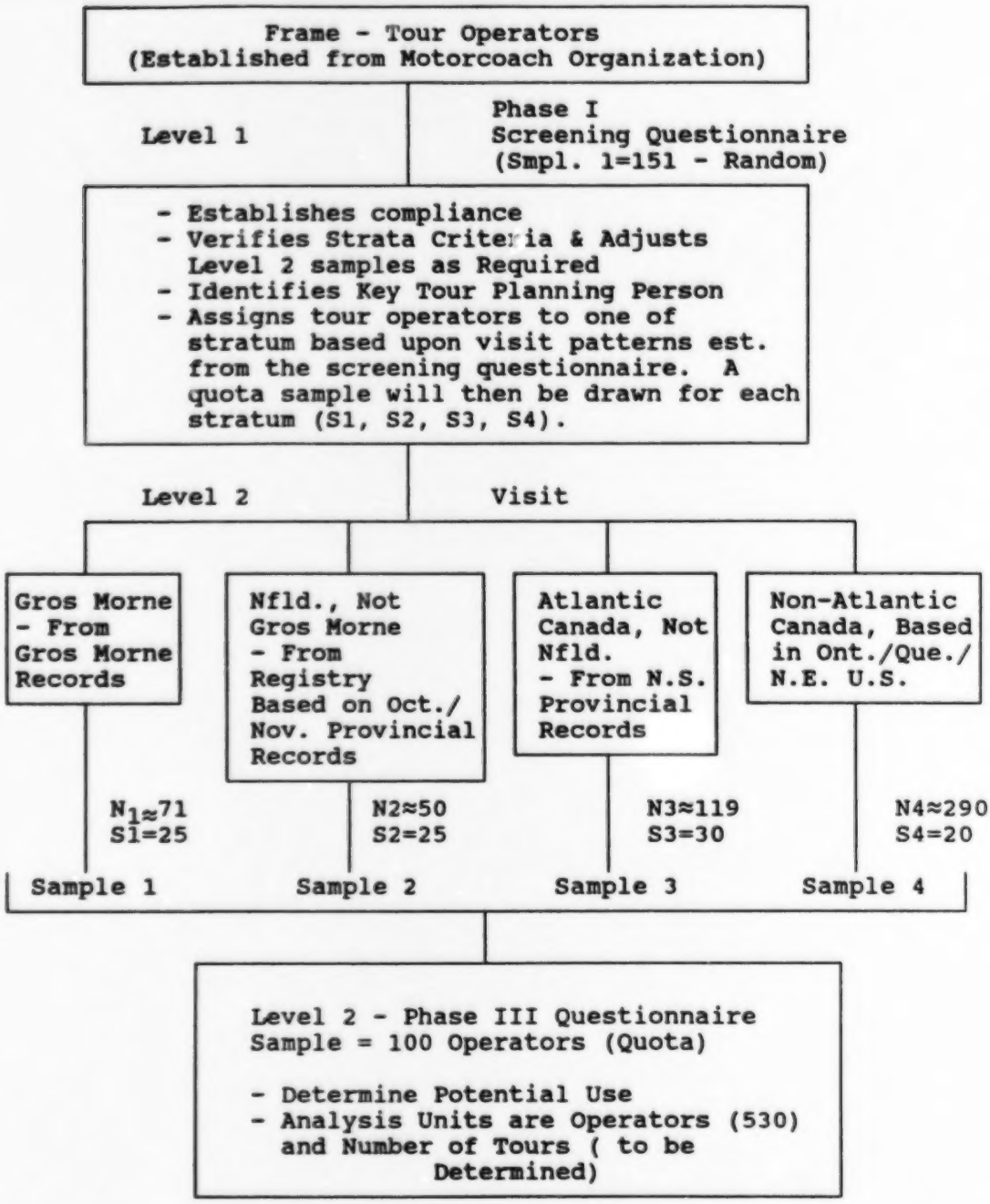
	Estimated Population	Sample Size Analysis	Sample Size S.Q.
Bus tours operating in Gros Morne	71	25	38
Bus tours operating in Newfoundland/ not Gros Morne National Park	50	25	38
Bus tours operating in Atlantic Canada/Not Newfoundland	119	30	45
Bus Tours operating in Quebec/ Ontario/Northeast United States - and not visiting Atlantic Canada	290*	20	30
Total	530	100	151

* In the last year

Expected response rate estimated at least 50%.

S.Q. - Screening Questionnaire

POPULATION AND SAMPLING STRATEGY


Frame - Tour Operators
(Established from Motorcoach Organization)
Level 1
Phase I
Screening Questionnaire
(Smpl. 1=151 - Random)
- Establishes compliance
- Verifies Strata Criteria & Adjusts Level 2 samples as Required
- Identifies Key Tour Planning Person
- Assigns tour operators to one of stratum based upon visit patterns est. from the screening questionnaire. A quota sample will then be drawn for each stratum (S1, S2, S3, S4).
Level 2
Visit
Gros Morne - From Gros Morne Records
Nfld., Not Gros Morne - From Registry Based on Oct./ Nov. Provincial Records
Atlantic Canada, Not Nfld. - From N.S. Provincial Records
Non-Atlantic Canada, Based in Ont./Que./ N.E. U.S.
N1≈71
S1=25
N2≈50
S2=25
N3≈119
S3=30
N4≈290
S4=20
Sample 1
Sample 2
Sample 3
Sample 4
Level 2 - Phase III Questionnaire
Sample = 100 Operators (Quota)
- Determine Potential Use
- Analysis Units are Operators (530) and Number of Tours (to be Determined)

Sample Selection

As represented above, our estimate of non-response for the screening questionnaire will require a sample of approximately 151. A list of telephone numbers will be randomly selected and generated by computer without replacement for the screening questionnaire. The interviewer will be directed to speak only to the person responsible for planning tours.

As the flow chart on page 7 indicates, level 2 sampling will consist of four independent samples. Assignment to a particular sample frame will depend upon visit patterns as determined from the screening questionnaire. To adjust for potential origin biases, the S1 to S4 samples will be drawn randomly from two substrata: those companies originating in Canada and those originating in the United States. Sampling will continue until the identified quotas of completed interviews are attained for each level 2 sample.

Data Collection Procedures

The Phase I screener and Phase III questionnaire will both be pre-tested and reviewed by Parks Canada - Environment. Any necessary revisions will be incorporated into the final versions.

A member of our full-time professional staff will conduct the interviews by telephone after having been briefed thoroughly. Five attempts will be made to contact the company and appropriate person for the Phase III. Three attempts will be made for the Phase I screener. The interviews will be conducted in the language of preference and follow the agreed-upon questionnaire strictly. The respondent will identify the client, the company and purpose of the study highlighting that it is a research project and not a sales presentation. They will mention the sponsor and how the information will be used. All respondents will be recorded by a number.

Data Processing And Analysis

5.0 DATA PROCESSING AND ANALYSIS

5.1 Coding

The coding is straight forward and will be done by the interviewer at the time of the Phase I and Phase II data collection interviews. The questionnaire will be designed as is routine in our company, so that the response is recorded and coded in one step directly on the questionnaire at the time of interview. All open-ended questions will be recorded verbatim at the time of interview and will be coded for computer analysis after the interview process has taken place. The screening questionnaire and mail follow-up questionnaire will both be coded and entered into the computer.

5.2 Data Entry

The data entered will be of a qualitative and quantitative nature. Quantitative information will be entered numerically through the use of our SPSS PC+ data entry software designed consistent with the questionnaire and the type of analysis to be conducted which is mentioned below. The data will be stored on a floppy diskette with back-up copies to be provided in either 5 1/4 inch or 3 1/2 inch size. Open-ended questions will be coded and entered also. The qualitative information provided by the respondent will also be entered into the data entry software in a character format. This will aid in the qualitative interpretation of the data.

5.3 Data Editing

Data editing is performed during and after data entry. The SPSS PC+ data entry software program we utilize allows us to efficiently clean-up and edit the data. This software program does not allow an invalid entry to be input and automatically performs 'skip' and 'go to' functions. In addition, the data entry package will identify and print invalid cases or values which can then be edited by reviewing the original questionnaire. This is different from most data base/entry software in which data clean-up must be performed manually or after the initial analysis has been performed. All required editing will be performed in this manner.

5.4 Data Collection Procedures

The data collection will take place in three phases as mentioned above. Phase I will involve a brief screening questionnaire to ensure that Phases II and III will be conducted efficiently. The screening criteria will determine into which sample group the respondent belongs; whether they are a bus tour operator, a broker, etc.; their willingness to participate in the research; and interest in Newfoundland. It will be approached from a research standpoint. See Appendix A for a draft of the screening questionnaire.

Phase II will involve a mail-out of materials and information identifying Omnifacts, the purpose of the study and details of the bus tour operations, i.e., photographs, maps, distance and facilities. The mail-out will be sent to those screened above and consistent with the sample size also previously specified. The mail-out will be kept simple and brief.

Phase III will involve a structured questionnaire administered to gather the information from the tour operator after they have had time to review the mail out materials (one to two weeks). Types of questions to be included are identified in Appendix B. Both questionnaires will be pre-tested and approved prior to proceeding.

5.5 Weighting

With four independent samples, each consisting of two substrata, eight weight values will be derived:

$$\frac{N_i}{Si} = W_i$$

$(i = 1...8)$

For example, assume that $N_i = 71$ and that the proportion of Americans to Canadians is 50:21. Further assume that S_i has a 15:10 ratio of Americans to Canadians. The first two weight values would be:

(1) $W_i = N_i/S_i = 50/15 = 3.33$

(2) $W_i = N_i/S_i = 21/10 = 2.1$

Reports and Publications

The results of the survey will be provided in a detailed report which will include analysis, interpretation, executive summary, with an appendix including the questionnaires and this planning report as well as mail-out materials. We will submit 20 copies of the executive summary and 10 copies of the full report as well as data diskettes with computer data in SPSS PC+ format.

Official Language Requirements

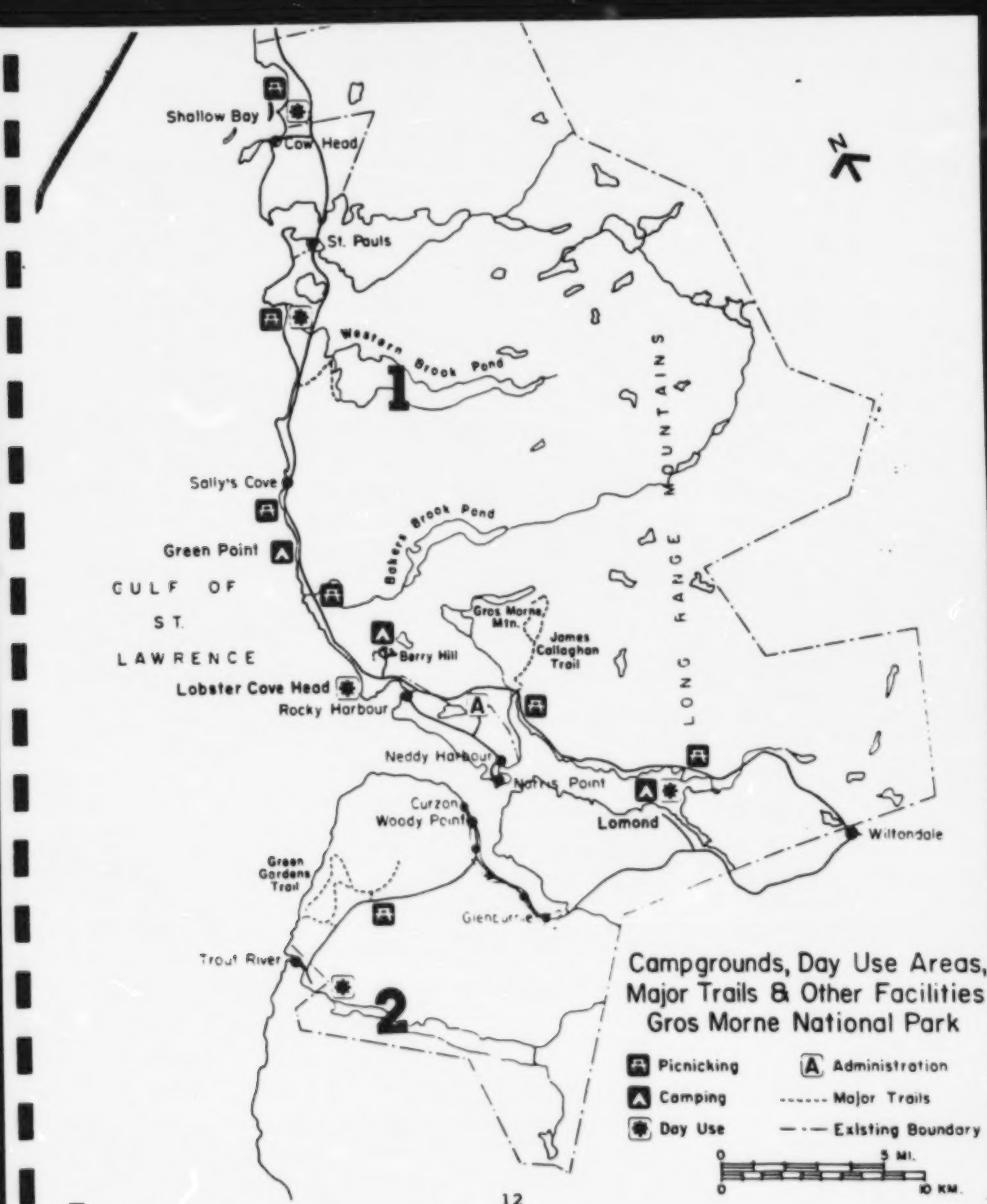
OMNIFACTS has the ability to provide competence in English and French languages. We have conducted two waves of a bilingual survey for the Canadian Council of Forest Ministers, requiring questionnaires and data collection as well as a full report in French and English. This involves interpretation of open-ended questions, thus requiring more than verbatim bilingual translation. This demonstrated capability as well as our staff member proposed will ensure that the official language requirements are met. It is quite possible that a French questionnaire and translation may not be necessary, but will be available.

Confidentiality

All respondents will be assured of the confidentiality of their responses. Responses will not be reported by individual operator. Any statements regarding access to information will be incorporated into the questionnaire as required.

Survey Cost Estimates

Professional fees	COST
Client meetings (3)	$825
Design	$2,200
Analysis	$1,800
Project management	$900
Report	$2,750
Subtotal	**$8,475**
Field Staff	
Data collection	$4,000
Supervision	$500
Coding	$500
Entry	$500
Subtotal	**$5,500**
Total fees	**$13,975**
Other	
Typing/Clerical	$1,250
Photocopies	$300
Telephone	$50
Long distance	$1,000
Fax/courier	$50
Postage	$250
French speaking services	$500
Subtotal	**$3,400**
Total Survey	**$17,375**
Travel (3)	
Airfare	$1,200
Hotel, meals, car etc.	$750
Secondary source research review	$1,100
Total Project	**$20,425**


Shallow Bay
Cow Head
St. Pauls
Western Brook Pond
1
Sally's Cove
Green Point
Bakers Brook Pond
GULF OF ST. LAWRENCE
Gros Morne Mtn.
James Callaghan Trail
Berry Hill
Lobster Cove Head
Rocky Harbour
A
Neddy Harbour
Norris Point
Lomond
Curzon
Woody Point
Wiltondale
Green Gardens Trail
Glenburnie
Trout River
2
LONG RANGE MOUNTAINS
N
Campgrounds, Day Use Areas,
Major Trails & Other Facilities
Gros Morne National Park
Picnicking
Camping
Day Use
A Administration
Major Trails
Existing Boundary
0 5 MI.
0 10 KM.

INTERVIEWER INSTRUCTIONS FOR SCREENING QUESTIONNAIRE

* Please use the telephone numbers selected, watch the quota for each category and follow the questionnaire and instructions strictly. Do not prompt the respondent for answers unless otherwise specified. Make three attempts to contact each respondent and record all non-responses. If you deplete your list, go to the alternate lists developed for each group. Record all close-ended questions during the interview by recording the appropriate number in the right hand column. All open-ended responses must be recorded verbatim and will be coded <u>after</u> the interview is complete. Record only the last two digits of the year only, ie. 87 for 1987, etc. Please obtain complete mailing addresses.

* If necessary refer to the list of States in the United States for Questions 5 and 9.

* Question 9 requires you to record the group list from which this respondent number was obtained. The group number are listed below for your reference.

a) Bus tours operating in Gros Morne

b) Bus tours operating in Newfoundland/ Not Gros Morne

c) Bus tours operating in Atlantic Canada/Not Newfoundland

d) Bus Tours operating in Quebec/ Ontario/Northeastern United States/ Not Newfoundland or Atlantic Canada

* Please note: Those not having visited any of the above categories for a period of more than five years per Question 6a, will not qualify for that category and will be placed in the next appropriate category. For example: any company indicating 1982 or earlier for visiting Gros Morne, will be considered as not having visited Gros Morne and <u>not</u> be placed in category a.